## Contents

*Acknowledgments*  
*Chart of Chabad Dynastic Leadership*  
*Author’s Note*  

**Introduction: Illuminating Hasidism**  

**PART I. THE FACE OF HASIDISM: THE LIFE AND AFTERLIFE OF REBBE PORTRAITURE**  
1. Hasidic Master Portraits: New Contexts for Conventional Portraits  
2. The Rebbe-Heir Portrait  
3. R. Yosef Yitzchak and the *Rebbishe* Photograph  
4. The Present Rebbe: Marketing the Messiah  

**PART II. THE OBJECT OF HASIDISM: ANCIENT HISTORY AND MODERN MEDIA**  
5. The Geography of the Chabad World Map  
6. The Court in America: Branding Buildings and Building Brand  
7. Counter-Zionism: The Battle of the Jewish Arts  
8. Trademarks of Faith: Chabad and Chanukah in America  

Postscript: Inside/Outside Chabad Visual Culture  

*Index*