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Nota di contenuto	Title Page -- Copyright -- Contents -- Preface by Brooke Gladstone -- 1828: Andrew Jackson -- 1828: Andrew Jackson -- 1832: Andrew Jackson -- 1836: Martin Van Buren -- 1840: William Henry Harrison -- 1840: William Henry Harrison -- 1844: Henry Clay -- 1844: James K. Polk -- 1848: Zachary Taylor -- 1848: Lewis Cass -- 1848: Daniel Webster -- 1848: Zachary Taylor -- 1852: Franklin Pierce -- 1856: James Buchanan -- 1856: Millard Fillmore -- 1860: Abraham Lincoln -- 1860: Abraham Lincoln -- 1860: John Bell -- 1864: George McClellan -- 1864: Abraham Lincoln and George McClellan -- 1868: Ulysses S. Grant -- 1868: Horatio Seymour -- 1872: Ulysses S. Grant -- 1872: Horace Greeley -- 1876: Rutherford B. Hayes -- 1880: James Abram Garfield
Sommario/riassunto	This book explores the history and evolution of American political campaign posters, highlighting their role in shaping public perception and identity. Through an examination of campaign art from the Library of Congress collections, the work reveals how posters have historically influenced voter imagination by presenting simplified, idealized images of candidates. It discusses the enduring nature of political branding, often prioritizing character over policy, and how it reflects the aspirations and fears of the American public. The book is intended for readers interested in political history, art, and media studies, providing

insight into the visual strategies that have been employed in American elections across centuries.
