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Nota di contenuto	Introduction : The president as a rhetorical leader / Leroy G. Dorsey -- The presidency has always been a place for rhetorical leadership / David Zarefsky -- George Washington and the rhetoric of presidential leadership / Stephen E. Lucas -- Classical virtue and presidential fame : John Adams, leadership, and the Franco-American crisis / James M. Farrell -- Jefferson vs. Napoleon : the limits of rhetoric / Lawrence S. Kaplan -- Politics as performance art : the body English of Theodore Roosevelt / H.W. Brands -- Presidential leadership and national identity : Woodrow Wilson and the meaning of America / James R. Andrews -- FDR at Gettysburg : the New Deal and the rhetoric of presidential leadership / Thomas W. Benson -- The hidden hand vs. the bully pulpit : the layered political rhetoric of President Eisenhower / Meena Bose and Fred I. Greenstein -- Ronald Reagan and the American dream : a study in rhetoric out of time / G. Thomas Goodnight -- Cunning, rhetoric, and the presidency of William Jefferson Clinton / John M. Murphy -- Afterword : rhetorical leadership and presidential

