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12 "You don't launch a marketing campaign in August": The Bush Administration and the public before and after the Iraq invasionBibliography; Index

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Sommario/riassunto

Though often overlooked, public opinion has always played a significant role in the development and promotion of US foreign policy and this work seeks to comprehensively assess the impact and nature of that opinion through a collection of historical and contemporary essays. The volume evaluates the role of organizations and movements that look to represent public opinion, and assesses the nature of their relationship with the government. The contributors utilize a number of different approaches to examine this impact, including polling data, assessments of the role of the media, and t

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