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| Descrizione fisica             | 1 online resource (356 p.)                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
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| Soggetti                       | Public opinion - United States<br>Market segmentation - United States<br>Electronic books.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Lingua di pubblicazione        | Inglese                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |
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| Livello bibliografico          | Monografia                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Note generali                  | Description based upon print version of record.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Nota di bibliografia           | Includes bibliographical references and index.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| Nota di contenuto              | Acknowledgments; Chapter 1: Lincoln, Inc.: Selling the Sixteenth<br>President; Chapter 2: Mr. Lincoln's Coattails: Marketing, Memorabilia,<br>and Presidential Tourism; Chapter 3: Packaging the President: Lincoln<br>Biographies; Chapter 4: Telling Fictions: Lincoln in Literature,<br>Television, and Film; Chapter 5: What Would Lincoln Do? The Sixteenth<br>President in Twenty-First-Century Politics; Chapter 6: A Is for Abe:<br>Teaching Lincoln; Chapter 7: Lincoln under Glass: The Great<br>Emancipator in American Museums; Chapter 8: Selling Lincoln: Who Do<br>We Think We Are?; Notes; Bibliography; About the Author |
| Sommario/riassunto             | <span><span 0pt="" 0pt;""="" padding:0pt="" style=""><span font-<br="" style="">style:italic;""&gt;Lincoln, Inc.</span><span> is an engaging examination<br/>of the uses and abuses of the sixteenth president's image in America<br/>today. Whether in political campaigns, blockbuster films, school<br/>pageants, or soft drink advertisements, the use of the Lincoln image<br/>reveals who we think we are as a nation, and who we wish we could be.<br/></span></span></span>                                                                                                                                                       |

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