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Autore	Quail Benjamin W.
Titolo	Media Management in the Age of Lyndon B. Johnson : Selling Guns and Butter // by Benjamin W. Quail
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Macmillan, , 2021
ISBN	9783030849467 9783030849450
Edizione	[1st ed. 2021.]
Descrizione fisica	1 online resource (267 pages)
Disciplina	302.23 302.230973
Soggetti	United States - History World politics Communication in politics Communication US History Political History Political Communication Media and Communication
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. Introduction -- 2. Thematic Review -- 3. 1963-1964: Assuming and Consolidating Power, Campaigning for Election -- 4. 1965: Guns vs. Butter-Escalation in Vietnam and the March of the Great Society -- 5. 1966: Widening Credibility Gap and Sliding Popularity -- 6. 1967: Pacification, Charm Offensives and Further Undermined Credibility -- 7. 1968: Tet, Plummeting Popularity and the Ultimate Failure of the Johnsonian Press Strategy -- 8. Conclusion.
Sommario/riassunto	This book looks broadly at how the contentious relationships between the media and US President Lyndon B. Johnson affected the national consciousness during the turbulent period of his leadership. Johnson had to deal with a particularly difficult and divisive period in American history and his relationship with the press undoubtedly contributed to an atmosphere of friction within the United States. A more specific

purpose of this research monograph is ultimately to shine a light on the trials and tribulations that Johnson faced as a president dealing with new forms of communication in the 1960s. It aims to show the difficulties that he had in adapting a very personal style of leadership - which had served him well in the Senate - in the role he undertook as leader of a nation. Further to this, it builds on this foundation to argue that Johnson developed a reactive, passive stance to dealing with the media, one that ultimately contributed to a loss in popularity and status as leader - a blow he never recovered from during his time in office. Benjamin Quail teaches various courses in American and European history at the University of Strathclyde, UK.

2. Record Nr.	UNINA9910557553503321
Autore	Mohajeri M. Hasan
Titolo	Nutrition and Central Nervous System
Pubbl/distr/stampa	Basel, Switzerland, : MDPI - Multidisciplinary Digital Publishing Institute, 2020
Descrizione fisica	1 online resource (182 p.)
Soggetti	Biology, life sciences Food & society Research & information: general
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	The focus of this Special Issue is "Nutrition and the Central Nervous System". The brain is, as a very specialized and one of the most metabolically active organs of the body, dependent on a steady and sufficient supply of dietary ingredients. The critical role of the diet for brain development as well as for proper CNS functioning and the possible preventative roles against neurodegenerative and neurological conditions is commonly accepted. The overarching aim of this Special

Issue is pinpointing the mechanisms of action and publishing state-of-the-art contributions discussing the roles that nutritional compounds play in the development, maintenance, and aging of the CNS.
