

1. Record Nr.	UNINA9910624385703321
Autore	Cosgrove Kenneth M.
Titolo	Donald Trump and the Branding of the American Presidency : The President of Segments / / by Kenneth M. Cosgrove
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Palgrave Pivot, , 2022
ISBN	9783030304966 3030304965
Edizione	[1st ed. 2022.]
Descrizione fisica	1 online resource (241 pages)
Disciplina	324.70973 324.9730933
Soggetti	Political science Communication in politics Marketing Executive power Political Science Political Communication Executive Politics
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	1. Donald Trump and the Branding of the American Presidency -- 2. The Old Order and Its Discontents -- 3. Segmentation and Trump -- 4. Trump Direct to Consumer -- 5. Trump Race and Class -- 6. The Trump Brand Story: Attract and Repel -- 7. Brand Battle: Omnipresent Trump in Office and Beyond -- 8. The President of Segments.
Sommario/riassunto	"Ken Cosgrove has written a masterful and insightful account of the political rise of Donald Trump and his impact on American politics and conservatism. He provides a compelling and readable narrative using the lens of brand politics. He shows how the Trump phenomenon is not necessarily a one-off; this might instead mark a significant transformation of the American presidency. The book does not simply look backwards; it provides insights into current issues. Lessons from the book will shed light on how President Trump has managed the coronavirus crisis, and it is a must-read book in the run-up to the

November 2020 election. Long a leading scholar of political marketing, Professor Cosgrove has now established himself as an important analyst of American politics." -Richard Nimijean, Professor, Carleton University, Canada This book argues that Donald Trump's election and Presidency represent the triumph of marketing, branding and segmentation in American politics. An early emphasis on political marketing helped Trump secure the presidency, but his use of marketing sharply limited his presidency. President Trump's political marketing strategy privileged emotion-particularly anger-over policy, constraining his ability to represent all Americans or engage in bipartisan negotiation in Congress. Rather than pushing forward realistic legislation and rallying for bipartisan support, Trump's campaign and presidency focused on providing emotional gratification to his target audience, leading those outside this audience to ultimately feel unrepresented and unsettled, further fracturing the already divided electorate. Donald Trump and the Branding of the American Presidency considers the impact of this new age of political marketing through an extensive analysis of the Trump phenomenon and its implications for future elections. Kenneth M. Cosgrove is Associate Professor in the Department of Government at Suffolk University, USA.

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2. Record Nr.	UNINA9910162059803321
Autore	Brochu Andre <1942->
Titolo	Anne Hébert : Le secret de vie et de mort // Andre Brochu
Pubbl/distr/stampa	Les Presses de l'Université d'Ottawa   University of Ottawa Press, 2000 Ottawa : , : Presses de l'Universite d'Ottawa, , 2000 ©2000
ISBN	9782760326897 2760326896 9782760315365 2760315363
Descrizione fisica	1 online resource (288 pages)
Collana	Collection Oeuvres et auteurs, , 1480-297X
Disciplina	813.009
Soggetti	Death instinct in literature Impulse in literature Pulsion de mort dans la litterature Pulsions dans la litterature
Lingua di pubblicazione	Francese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (pages 277-281). Includes bibliographical references.
Nota di contenuto	TABLE DES MATIERES; INTRODUCTION; CHAPITRE 1 LES DEBUTS; CHAPITRE 2 LA DESCENTE EN SOI; CHAPITRE 3 LA LIBERATION; CHAPITRE 4 LE SECRET ET LES SORTILEGES; CHAPITRE 5 LE SECRET ET LES MALEFICES; CHAPITRE 6 LE SECRET DE L'ENFANCE; CHAPITRE 7 LES SECRETS COMMUNICANTS; CONCLUSION; BIBLIOGRAPHIE
Sommario/riassunto	Tres rapidement, Anne Hebert trouve sa voie, singuliere entre toutes celles de notre litterature : le materialisme. Entendons par la que, recusant l'enseignement religieux, c'est dans les profondeurs du moi que l'auteure cherche la verite de l'etre ; et la plongee en soi revele essentiellement, comme le disait Freud, le jeu des pulsions. Pulsions de vie et de mort. Toute l'oeuvre est un quete du secret loge dans le coeur charnel, une quete du desir et des risques mortels qu'il fait courir a celui ou celle (Francois, Catherine, Elisabeth, Julie, Heloise, Stevens...) qui s'abime en lui. Cette

