

1. Record Nr.	UNINA9910787922703321
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Titolo	Eisenhower : the public relations president // Pam Parry
Pubbl/distr/stampa	Lanham, Maryland : , : Lexington Books, , 2014 ©2014
ISBN	1-4985-0588-0 0-7391-8930-1
Descrizione fisica	1 online resource (187 p.)
Disciplina	973.921092
Soggetti	Public relations and politics - United States - History - 20th century Public opinion - United States - History - 20th century Presidents - United States United States Politics and government 1953-1961
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Contents; Foreword; Acknowledgments; 1 Introduction; 2 Public Opinion Wins Wars; 3 Pennsylvania Avenue Meets Madison Avenue; 4 The Presidential News Conference; 5 A New Kind of Press Secretary; 6 Breaking the Glass Ceiling; 7 The Selling of America; 8 Conclusion; Bibliography; Index; About the Author
Sommario/riassunto	Dwight D. Eisenhower is this nation's most transformative public relations president, not because he was the best practitioner to occupy the Oval Office but because he embraced public relations as vital to American democracy. Understanding his belief in public relations is crucial to further understanding the man, the general, and the president.