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Nota di contenuto	Contents; Introduction; Chapter 1: Political Elites, Public Opinion, and Image Management: The George W. Bush and Barack Obama Campaigns and Administrations; Chapter 2: The Construction of the George W. Bush Administration's Image: A Content Analysis of His Speeches; Chapter 3: The Image of Barack Obama and His Administration in the Spanish Press; Chapter 4: The Image of Barack Obama and of His Administration in the International Media: The Case of Portuguese Media; Chapter 5: The Bush and Obama Administrations as Seen by Islamists Chapter 6: American Nuclear Strategy: The Management of International Image and Public Opinion Chapter 7: Presidential Speech-Making and Leadership Images in Times of Crisis: Bush vs. Obama; Final Remarks; Index; About the Editors; About the Contributors
Sommario/riassunto	This edited collection analyzes two American presidential administrations-George W. and Barack Obama. This book gives a European point of view and contributes to the study of U.S. presidencies. Making a comparison and giving outlooks from European academics' standpoints, the political image analyzed fulfills a critical gap in the literature. Playing multiple hands, this work encompasses the vigor of young academics and the sapience of experienced

researchers.

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