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Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Parachuting -- In the shadow of the tyrant -- Learning curve -- The face of evil -- The civilian and the soldier -- Social mecca -- Driving the message -- New voices -- What bleeds leads -- Disconnect -- Reality check -- Burnt orange -- Unfinished.
Sommario/riassunto	"Tough Sell: Fighting the Media War in Iraq" takes readers on the behind-the-scenes rollercoaster ride of Tom Basile's time as a civilian adviser to the Coalition Provisional Authority in Iraq during the War or Terror.