1. Record Nr. UNINA9910812630403321 Autore Parry Pam 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 Public relations and politics - United States - History - 20th century Soggetti 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.