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| Nota di contenuto       | Introduction : The president as a rhetorical leader / Leroy G. Dorsey --<br>The presidency has always been a place for rhetorical leadership /<br>David Zarefsky -- George Washington and the rhetoric of presidential<br>leadership / Stephen E. Lucas -- Classical virtue and presidential fame :<br>John Adams, leadership, and the Franco-American crisis / James M.<br>Farrell -- Jefferson vs. Napoleon : the limits of rhetoric / Lawrence S.<br>Kaplan -- Politics as performance art : the body English of Theodore<br>Roosevelt / H.W. Brands -- Presidential leadership and national identity<br>: Woodrow Wilson and the meaning of America / James R. Andrews --<br>FDR at Gettysburg : the New Deal and the rhetoric of presidential<br>leadership / Thomas W. Benson -- The hidden hand vs. the bully pulpit<br>: the layered political rhetoric of President Eisenhower / Meena Bose<br>and Fred I. Greenstein -- Ronald Reagan and the American dream : a<br>study in rhetoric out of time / G. Thomas Goodnight -- Cunning,<br>rhetoric, and the presidency of William Jefferson Clinton / John M.<br>Murphy -- Afterword : rhetorical leadership and presidential<br>performance / Leroy G. Dorsey. |

