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Sommario/riassunto	Analyzing the speeches of the two Bush presidencies, this book presents a new conceptualization of hegemonic masculinity by making the case for a multiplicity of hegemonic masculinities locally, regionally, and globally. This book outlines how state leaders may appeal to particular hegemonic masculinities in their attempt to "sell" wars and thereby camouflage salient political practices in the process. Messerschmidt offers a fresh historical perspective on the war against Iraq over an 18-year period, and he argues that we cannot truly understand this war outside of its gendered (masculine) and historical context.