

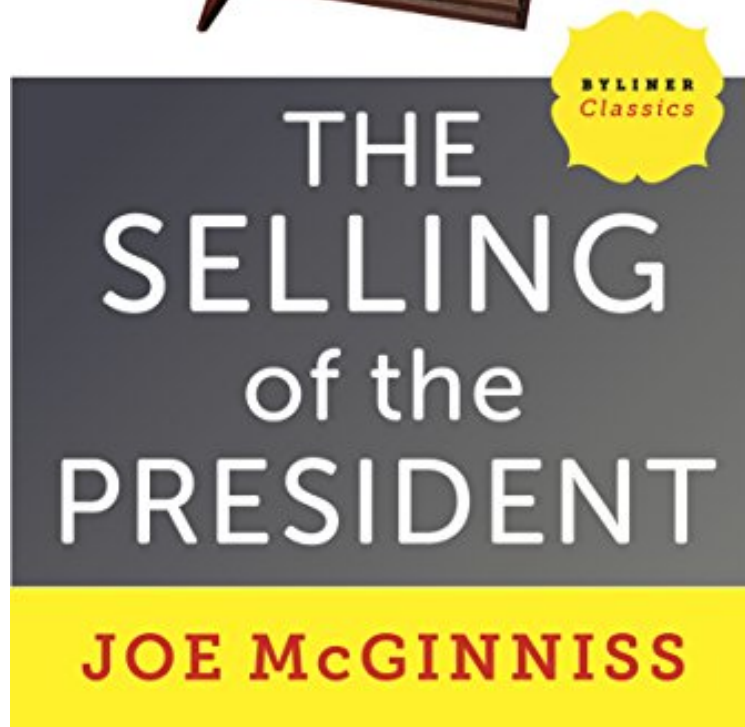
[Read ebook] The Selling of the President (English Edition)

The Selling of the President (English Edition)

Von Joe McGinniss

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With a New Introduction by the Author



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Von Joe McGinniss : The Selling of the President (English Edition) before purchasing it in order to gage whether or not it would be worth my time, and all praised The Selling of the President (English Edition):

KundenrezensionenHilfreichste Kundenrezensionen0 von 0 Kunden fanden die folgende Rezension hilfreich. A Classic Beginning to Show Its AgeVon John B. MaggioreThis is the book that catapulted Joe McGinniss to nearly icon-status at the age of 25 in 1969. At the time, it was a shockingly revealing book at how presidential candidate Richard Nixon was being sold - gasp - like a product. The original book jacket featured Nixon's face on a pack of cigarettes, as if the notion of Madison Avenue ad-men playing a pivotal role in a presidential campaign was dirty.The

book became such a classic that it remains assigned reading in many government classes to this day. But it is no longer shocking. Today, the practices described actually seem backward. Rather than a jarring warning about how campaigns are trading issue discussions for staged events, it today might be read as an out-of-date how to book. The discerning reader should not make this mistake. Instead, try to feel the original sentiment, the innocent expectations the book assumes of the reader. There are two interesting aspects of this book that are ancillary to the main point. The one is the appearance of political figures, like Pat Buchanan and Roger Ailes, who would go on to other things and remain well known today. The most interesting such example is none other than George Bush (the dad), who is profiled as a mere Congressional candidate, epitomizing the "modern" type of candidate who is "an extremely likable person" but is hazy on the issues. Bush's successful campaign featured "no issues" not even when his opponent asked Bush "if he would favor negotiations...to end the Vietnamese war" (see pages 44-45). The point was that Bush, who wasn't especially well-known, was a vapid product rather than a substantive candidate (some things change, some stay the same). The other interesting thing is what happened to McGinniss. You won't read this in the book, but after it was published, McGinniss became a star at a very young age for a while. After the lecture tour, he didn't know what to do as a follow-up, so he started writing a book which eventually was published as "Heroes." After skewering Nixon, presumably the arch-typical villain of McGinniss's political worldview, he wanted to find somebody who inspired him. Predictably, he didn't. But "Heroes" is as much a self-revelatory story about the author's self-disappointment as it actually is about the political subjects of the book. He ends by speculating that only Ted Kennedy came close to heroic status, and that Kennedy would be the subject of his next book. He wasn't. Instead, McGinniss started writing true crime books, many of which were successful. Finally, in 1993 McGinniss came out with "The Last Brother" about Kennedy's fall from hero-status. The book ends in 1969, the year of Chappaquiddick, but also the year "The Selling of the President" was published. As a book about Ted Kennedy, whose career is more interesting after 1969, "The Last Brother" falls far short. As a metaphor about a young man whose career peaked too early (McGinniss), the book is fascinating. "The Selling of the President" is McGinniss' best, most meaningful book. It stands on its own, and, despite showing considerable signs of age, still stands the test of time. For more updated information on presidential propaganda, read "Spin Cycle: Inside the Clinton Propaganda Machine" by Howard Kurtz, or the excellent "On Bended Knee: The Press and the Reagan Presidency," which itself deserves to be considered a classic. Interestingly, these books discuss presidencies that take what McGinniss is describing, the selling of the presidency, beyond the campaign trail and directly into the White House. Today the "permanent campaign" does not stop selling. 0 von 0 Kunden fanden die folgende Rezension hilfreich. McGinniss' Trailblazing Look at TV Age Image Crafting. Von Aaron W. This book is fun and breezy, and is a great companion piece to all those grinding "Making of the President 19--" books. McGinniss shows us the repackaging and rebranding of Richard Nixon into "The New Nixon." The original cover shows Nixon's face on a pack of cigarettes, because the campaign is all about the wholesale mass marketing of a product -- "New" and improved. The sales job is done largely with the help of Roger Ailes, then producer of The Mike Douglas Show. TV ads are shot with endless takes while Nixon stands before an audience and answers planted questions. When Nixon growls or mumbles to himself or snaps "Goddammit!" Ailes yells cut and they try again. Nixon and his production team had learned a big lesson from the five o'clock shadow, shifty eyed debates of 1960. Listen to your handlers, wear the darn makeup, look sincere and stick to the script. This book is a great, funny, fast look at the infancy of TV era politics. It's a nice history lesson, and it will add a fresh perspective to your stock of political knowledge. Today our image consultants are like Star Wars to Nixon's Apollo 7. Still, The Selling of The President stands as the best book on the creation of The Political Image.

Kurzbeschreibung WITH A NEW INTRODUCTION BY THE AUTHOR Joe McGinniss was just twenty-six when he wrote the book that would redefine political journalism. The Selling of the President, about Richard Nixon's 1968 run for the White House, was the first book ever to take an unvarnished look at the dirty game of campaign politics. Overnight, Dwight Garner of The New York Times noted, it made Theodore White's Making of the President campaign books seem wan and dated. McGinniss's startling behind-the-scenes narrative of how a candidate is packaged and sold to the American public stunned readers of the time. Forty-five years later, in the thick of another presidential election, the story is as relevant and surprising as ever. With its lively accounts of the clever and cynical men hired to market the Nixon brand (including a young and witty Roger Ailes) and its fresh insights into McLuhanesque campaign techniques, The Selling of the President examines the genesis of the modern political campaign. As McGinniss writes in a new introduction to this digital edition, The Selling of the President is the first account of the marriage of convenience/mnage trois between national politics, network television, and Madison Avenue. Politics as usual began right here. . . . PRAISE FOR "THE SELLING OF THE PRESIDENT" McGinniss blessed this land with his book The Selling of the President, 1968. Robert Sherrill, Washington Post Book World Devastatingly funny and angry McGinniss has given us a damning but terribly amusing picture of the flackery in one campaign The problem will be around longer than Nixon will You can read this book and laugh-or maybe weep a little

at how you were sold a president. David Broder, Washington Post Stinging, bitterly comic What McGinniss saw and heard he has recorded artfully enough to simultaneously entertain us and make us fear for the future of the Republic. New York Times An appalled, savage and charming chronicle of Mr. Nixons 1968 electoral campaign. Murray Kempton, Life Magazine ABOUT THE AUTHOR Over the course of forty years, the late Joe McGinniss wrote dozens of magazine articles and published twelve books, eleven of them nonfiction. In every decade of his unconventional career, one of his books became a classic: The Selling of the President, Going to Extremes, Fatal Vision, and The Miracle of Castel di Sangro. He is also the author of The Dream Team, Blind Faith, Cruel Doubt, and The Last Brother. Kurzbeschreibung WITH A NEW INTRODUCTION BY THE AUTHOR Joe McGinniss was just twenty-six when he wrote the book that would redefine political journalism. The Selling of the President, about Richard Nixons 1968 run for the White House, was the first book ever to take an unvarnished look at the dirty game of campaign politics. Overnight, Dwight Garner of The New York Times noted, it made Theodore Whites Making of the President campaign books seem wan and dated. McGinniss's startling behind-the-scenes narrative of how a candidate is packaged and sold to the American public stunned readers of the time. Forty-five years later, in the thick of another presidential election, the story is as relevant and surprising as ever. With its lively accounts of the clever and cynical men hired to market the Nixon brand (including a young and witty Roger Ailes) and its fresh insights into McLuhanesque campaign techniques, The Selling of the President examines the genesis of the modern political campaign. As McGinniss writes in a new introduction to this digital edition, The Selling of the President is the first account of the marriage of convenience/mnage trois between national politics, network television, and Madison Avenue. Politics as usual began right here. . . . PRAISE FOR "THE SELLING OF THE PRESIDENT" McGinniss blessed this land with his book The Selling of the President, 1968. Robert Sherrill, Washington Post Book World Devastatingly funny and angry McGinniss has given us a damning but terribly amusing picture of the flackery in one campaign The problem will be around longer than Nixon will You can read this book and laugh-or maybe weep a little at how you were sold a president. David Broder, Washington Post Stinging, bitterly comic What McGinniss saw and heard he has recorded artfully enough to simultaneously entertain us and make us fear for the future of the Republic. New York Times An appalled, savage and charming chronicle of Mr. Nixons 1968 electoral campaign. Murray Kempton, Life Magazine ABOUT THE AUTHOR Over the course of forty years, the late Joe McGinniss wrote dozens of magazine articles and published twelve books, eleven of them nonfiction. In every decade of his unconventional career, one of his books became a classic: The Selling of the President, Going to Extremes, Fatal Vision, and The Miracle of Castel di Sangro. He is also the author of The Dream Team, Blind Faith, Cruel Doubt, and The Last Brother. Synopsis Records the important role played by advertising technicians, ghost writers, P. R. experts, and pollsters in the 1968 presidential campaign of Richard Nixon.