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Celebrity in Chief: A History of the Presidents and the Culture of Stardom (Hardback)

By Kenneth T. Walsh

Taylor Francis Ltd, United Kingdom, 2015. Hardback. Book Condition: New. 231 x 150 mm. Language: English . Brand New Book. It didn't take long for Barack Obama to make his mark as the biggest political star to ever occupy the White House. Over the course of his two terms in office, Obama has injected the American presidency deeper into popular culture than any of his predecessors. He and his wife Michelle have become iconic figures, celebrities of the first order. This book, by award-winning White House correspondent and presidential historian Kenneth T. Walsh, discusses how the Obamas reached this point. More important, it takes a detailed and comprehensive look at the history of America's presidents as celebrities in chief since the beginning of the Republic. Walsh makes the point that modern presidents need to be celebrities and build on their fame in order to propel their agendas and rally public support for themselves as national leaders so that they can get things done. Combining incisive historical analysis with a journalist's eye for detail, this book looks back to such presidents as George Washington and Abraham Lincoln as the forerunners of contemporary celebrity presidents. It examines modern presidents including Barack...



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Reviews

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