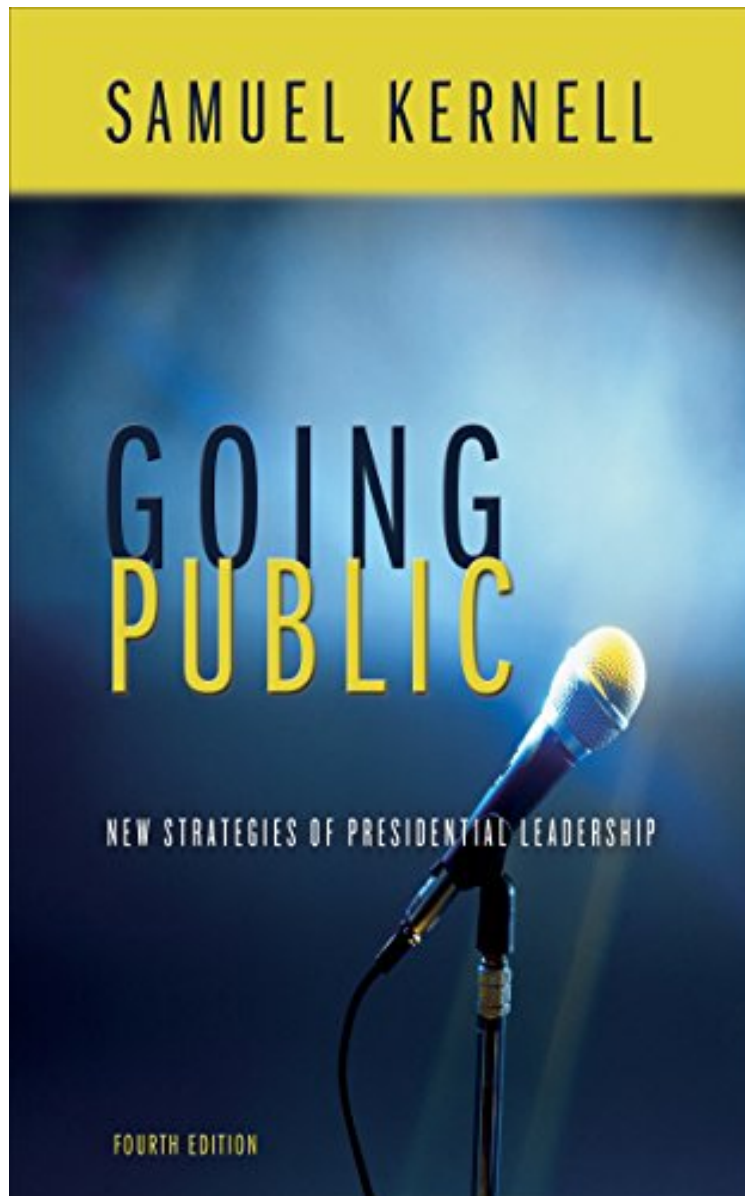


[Download pdf ebook] Going Public: New Strategies of Presidential Leadership

## Going Public: New Strategies of Presidential Leadership

*Von Samuel H. Kernell*

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**Von Samuel H. Kernell : Going Public: New Strategies of Presidential Leadership** before purchasing it in order to gage whether or not it would be worth my time, and all praised Going Public: New Strategies of Presidential Leadership:

KurzbeschreibungPresidents are uniquely positioned to promote themselves and their policies directly to the public. Using sympathetic crowds as a backdrop, a president can rally public opinion to his side, along the way delivering a subtle yet unmistakable message to his intended audience in Congress. Samuel Kernell shows how going public remains a potent weapon in the presidents arsenal, both for advancing his own agenda and blocking initiatives from his political adversaries in Congress. In his highly anticipated fourth edition, Kernell delivers thorough analysis and detailed background on how this strategy continues to evolve given the intense polarization of Congress and the electorate as well as changes in communications technology. He considers the implications of both factors especially in combination on the future of presidential leadership and weighs the lessons of 9/11 on going public in foreign affairs.

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Synopsis A study of presidential styles over the second half of the 20th century. Samuel Kernell shows how presidents have gradually replaced the earlier "bargaining" style with "going public" and, through case studies and examples, he illustrates the advantages and pitfalls of each style.