



# **Selling War in a Media Age: The Presidency and Public Opinion in the American Century (The Alan B. Larkin Series on the American Presidency)**

*Andrew K. Frank, Kenneth Osgood*

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"This excellent book is required reading for anyone interested in how American presidents have tried to sell war."--Steven Casey, author of *Selling the Korean War*

"This is American history at its best--insightful and revealing about the past, yet at the same time illuminating the vital questions of our own day."--Jeffrey A. Engel, Texas A&M University

George W. Bush's "Mission Accomplished" banner in 2003 and the misleading linkages of Saddam Hussein to the 9/11 terrorist attacks awoke many Americans to the techniques used by the White House to put the country on a war footing. Yet Bush was simply following in the footsteps of his predecessors, as the essays in this standout volume reveal in illuminating detail.

Written in a lively and accessible style, *Selling War in a Media Age* is a fascinating, thought-provoking, must-read volume that reveals the often-brutal ways that the goal of influencing public opinion has shaped how American presidents have approached the most momentous duty of their office: waging war.

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