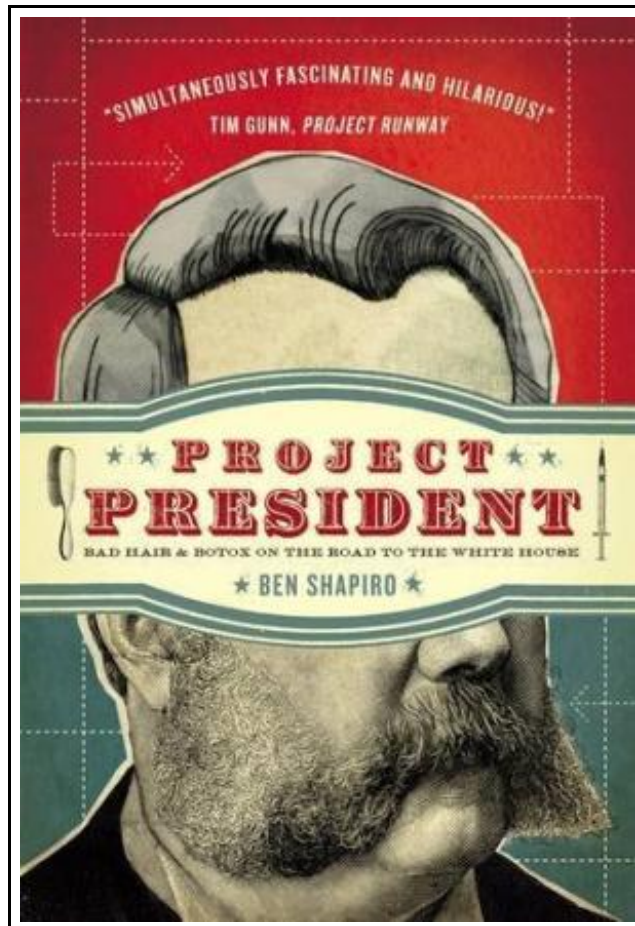# Project President: Bad Hair and Botox on the Road to the White House

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Reviews

This publication is definitely not simple to begin on studying but quite fun to see. It really is full of knowledge and wisdom I am just effortlessly can get a satisfaction of studying a created pdf.
(Alfreda Bradtke)

PROJECT PRESIDENT: BAD HAIR AND BOTOX ON THE ROAD TO THE WHITE HOUSE

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Thomas Nelson, 2008. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: Project President is a hilarious romp through American electoral history. From short, fat, bald John Adams' wig-throwing tantrums during the 1800 election to Abraham Lincoln's decision to grow a beard in 1860; from John F. Kennedy's choice to forgo the fedora at his inauguration to John Kerry's decision to get Botoxed for the 2004 race; from the Golden Age of Facial Hair (1860-1912) to the Age of the Banker (1912-1960); from Washington's false teeth to George W. Bush's workout regimen, Project President tells the story of America's love affair with presidential looks and appearance, why that often matters more than a politico's positions on the issues, and what might well be coming next. "I'm constantly citing the power of dress. It's semiology: our clothes send a message about how we want to be perceived, and where is this more powerful and evident than in elected offices. In Project President, Ben Shapiro captures presidential semiotics with a potent narrative and deft analysis. It's simultaneously fascinating and hilarious!" -Tim Gunn Project Runway, Liz Claiborne, Inc. "Ben Shapiro takes a romp through American history and shows how personality--and even haircuts--have elected or defeated presidential candidates. It's a tour through history that fans of both parties will enjoy-and can learn from." -Michael Barone Resident scholar, American Enterprise Institute Senior Writer, U.S. News & World Report Co-author, The Almanac of American Politics "Presidential politics has always been more superficial than we'd like to admit. With a stylish and likeable touch befitting a strong candidate, Ben Shapiro takes us deep into the shallowness that has shaped American history." -Jonathan Alter Newsweek "Shapiro deftly explains how height, hair and handsomeness can affect a candidate's campaign as much as issues. A...

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