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By Erica J. Seifert



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"Authenticity," the dominant cultural value of the baby boom generation, became central to presidential campaigns in the late 20th century. Beginning in 1976, Americans elected six presidents whose campaigns represented evolving standards of authenticity. Interacting with the media and their publics, these successful presidential candidates structured their campaigns around projecting "authentic" images and connecting with voters as "one of us." In the process, they rewrote the political playbook, redefined "presidentiality," and changed the terms of the national political discourse. This book is predicated on the assumption that it is worth knowing why.



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Review

"Recommended"--*Choice*; "explores how the concept of authenticity became central to presidential campaigns...Seifert makes a good case for the idea that controlling how people relate to candidates might be the surest way to win votes and is more important than economic policies and international diplomacy"--*Library Journal*; "well researched and notated"--*Reference & Research Book News*.

About the Author

Erica J. Seifert is a senior associate at Greenberg Quinlan Rosner, a public opinion consulting firm in Washington, D.C. She has conducted research for Democracy Corps, and also for National Public Radio, the Los Angeles Times, Women's Voices Women Vote, the Campaign for America's Future, and the Public Campaign Action Fund. She lives in Rockville, Maryland.

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