

Going Public New Strategies Of Presidential Leadership

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Explore innovative approaches to presidential leadership through effective public communication strategies. This content delves into the critical importance of political engagement and executive strategy in modern governance, emphasizing the drive for government transparency and direct public outreach.

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Going Public

Presidents 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 president's 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.

Veto Rhetoric

"While veto threats have a long history, presidents have come to be more reliant on this bargaining tool in the last few decades. Veto Rhetoric therefore serves as a nice companion to Sam Kernell's classic study, *Going Public*, which documented a similar trend with regards to presidential public appeals. Kernell's current study will no doubt once again lead presidential scholars to rethink how they understand and conceptualizing presidential-congressional relations." - Joel Sievert, Texas Tech University In *Veto Rhetoric*, Samuel Kernell offers a fresh, more sanguine perspective to understanding national policy making in this era of divided government. Contrary to the standard "separation of powers" representation of the veto which deals presidents a weak "take it or leave it" hand, Kernell shows that veto rhetoric forces Congress to pay careful heed of the president's objections early in deliberations as legislation is forming. Moreover, the book introduces original statistical analysis to test the argument and extends previously reported analyses to include the Biden presidency. *Veto Rhetoric* will change the way students of Congress and the presidency assess their respective roles in making national policy.

In the Public Domain

Explores how recent presidents have managed communications with the American public.

Breaking Through the Noise

Modern presidents engage in public leadership through national television addresses, routine speech-making, and by speaking to local audiences. With these strategies, presidents tend to influence the media's agenda. In fact, presidential leadership of the news media provides an important avenue for indirect presidential leadership of the public, the president's ultimate target audience. Although frequently left out of sophisticated treatments of the public presidency, the media are directly incorporated into this book's theoretical approach and analysis. The authors find that when the public expresses real concern about an issue, such as high unemployment, the president tends to be responsive. But when the president gives attention to an issue in which the public does not have a preexisting interest, he can expect, through the news media, to directly influence public opinion. Eshbaugh-Soha and Peake offer key insights on when presidents are likely to have their greatest leadership successes and demonstrate that presidents can indeed "break through the noise" of news coverage to lead the public agenda.

Going Local

Going public to gain support, especially through reliance on national addresses and the national news media, has been a central tactic for modern presidential public leadership. In *Going Local: Presidential Leadership in the Post-Broadcast Age*, Jeffrey E. Cohen argues that presidents have adapted their going-public activities to reflect the current realities of polarized parties and fragmented media. Going public now entails presidential targeting of their party base, interest groups, and localities. Cohen focuses on localities and offers a theory of presidential news management that is tested using several new data sets, including the first large-scale content analysis of local newspaper coverage of the president. The analysis finds that presidents can affect their local news coverage, which, in turn, affects public opinion toward the president. Although the post-broadcast age presents hurdles to presidential leadership, *Going Local* demonstrates the effectiveness of targeted presidential appeals and provides us with a refined understanding of the nature of presidential leadership.

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Presidential Leadership in an Age of Change

The American public hungers for a heroic leader. From John F. Kennedy to George W. Bush, every American president has left office either under a cloud or as a failed leader. Michael A. Genovese argues that presidents are set up for failure; it is not specific presidents but the presidency itself that is the problem. The presidency was designed to prevent tyranny through a system of separation of powers that inhibits presidents from exercising sufficient power to meet the demands and expectations that developed over time. Each new president dreams of success, only to be crushed by the paralytic weight of vetoes and roadblocks. As they fail to meet expectations, Americans turn on them, making their already precarious position much worse. Given the perilous nature of the office, Genovese examines the skills required to achieve success and the roles of power and persuasion. He also examines how globalization and the rapid pace of change contribute to the decline of presidential power. This accessible synthesis of scholarship is geared toward an audience that is hungry to unravel the dilemmas of presidential leadership. Students of the presidency will find it insightful; general readers will find it illuminating.

The Strategic President

How do presidents lead? If presidential power is the power to persuade, why is there a lack of evidence of presidential persuasion? George Edwards, one of the leading scholars of the American presidency,

skillfully uses this contradiction as a springboard to examine--and ultimately challenge--the dominant paradigm of presidential leadership. The Strategic President contends that presidents cannot create opportunities for change by persuading others to support their policies. Instead, successful presidents facilitate change by recognizing opportunities and fashioning strategies and tactics to exploit them. Edwards considers three extraordinary presidents--Abraham Lincoln, Franklin D. Roosevelt, and Ronald Reagan--and shows that despite their considerable rhetorical skills, the public was unresponsive to their appeals for support. To achieve change, these leaders capitalized on existing public opinion. Edwards then explores the prospects for other presidents to do the same to advance their policies. Turning to Congress, he focuses first on the productive legislative periods of FDR, Lyndon Johnson, and Reagan, and finds that these presidents recognized especially favorable conditions for passing their agendas and effectively exploited these circumstances while they lasted. Edwards looks at presidents governing in less auspicious circumstances, and reveals that whatever successes these presidents enjoyed also resulted from the interplay of conditions and the presidents' skills at understanding and exploiting them. The Strategic President revises the common assumptions of presidential scholarship and presents significant lessons for presidents' basic strategies of governance.

The Presidency in the Era of 24-Hour News

The Presidency in the Era of 24-Hour News examines how changes in the news media since the golden age of television--when three major networks held a near monopoly on the news people saw in the United States--have altered the way presidents communicate with the public and garner popular support. How did Bill Clinton manage to maintain high approval ratings during the Monica Lewinsky scandal? Why has the Iraq war mired George Bush in the lowest approval ratings of his presidency? Jeffrey Cohen reveals how the decline of government regulation and the growth of Internet and cable news outlets have made news organizations more competitive, resulting in decreased coverage of the president in the traditional news media and an increasingly negative tone in the coverage that does occur. He traces the dwindling of public trust in the news and shows how people pay less attention to it than they once did. Cohen argues that the news media's influence over public opinion has decreased considerably as a result, and so has the president's ability to influence the public through the news media. This has prompted a sea change in presidential leadership style. Engaging the public less to mobilize broad support, presidents increasingly cultivate special-interest groups that often already back the White House's agenda. This book carries far-reaching implications for the future of presidential governance and American democracy in the era of new media.

Denial and Deception

Denial and Deception: A Study of the Bush Administration's Rhetorical Case for Invading Iraq delivers a refreshingly objective snapshot of the relationship between President George W. Bush's misleading statements, public opinion, and the war in Iraq. Using statistical analysis, Alan Kennedy-Shaffer presents the first academic study of President Bush's efforts to bully the nation into invading Iraq and why the White House no longer controls public opinion. By mapping the major rhetorical and military developments in the war in Iraq, Kennedy-Shaffer paint a contextual picture of the Administration's rhetoric and the impact of casualty rates on public opinion. This book is essential reading for every scholar of presidential rhetoric and public opinion in an era of denial and deception by the President of the United States.

Presidential Road Show

In The Presidential Road Show: Public Leadership in an Era of Party Polarization and Media Fragmentation, Diane J. Heith evaluates presidential leadership by critically examining a fundamental tenet of the presidency: the national nature of the office. The fact that the entire nation votes for the office seemingly imbues the presidency with leadership opportunities that rest on appeals to the mass public. Yet, presidents earn the office not by appealing to the nation but rather by assembling a coalition of supporters, predominantly partisans. Moreover, once in office, recent presidents have had trouble controlling their message in the fragmented media environment. The combined constraints of the electoral coalition and media environment influence the nature of public leadership presidents can exercise. Using a data set containing not only speech content but also the classification of the audience, Diane J. Heith finds that rhetorical leadership is constituency driven and targets audiences differently. Comparing tone, content, and tactics of national and local speeches reveals that presidents

are abandoning national strategies in favor of local leadership efforts that may be tailored to the variety of political contexts a president must confront.

Predicting the Presidency

Millions of Americans—including many experienced politicians—viewed Barack Obama through a prism of high expectations, based on a belief in the power of presidential persuasion. Yet many who were inspired by candidate Obama were disappointed in what he was able to accomplish once in the White House. They could not understand why he often was unable to leverage his position and political skills to move the public and Congress to support his initiatives. *Predicting the Presidency* explains why Obama had such difficulty bringing about the change he promised, and challenges the conventional wisdom about presidential leadership. In this incisive book, George Edwards shows how we can ask a few fundamental questions about the context of a presidency—the president's strategic position or opportunity structure—and use the answers to predict a president's success in winning support for his initiatives. If presidential success is largely determined by a president's strategic position, what role does persuasion play? Almost every president finds that a significant segment of the public and his fellow partisans in Congress are predisposed to follow his lead. Others may support the White House out of self-interest. Edwards explores the possibilities of the president exploiting such support, providing a more realistic view of the potential of presidential persuasion. Written by a leading presidential scholar, *Predicting the Presidency* sheds new light on the limitations and opportunities of presidential leadership.

The Presidency and Rhetorical Leadership

Successful presidential leadership depends upon words as well as deeds. In this multifaceted look at rhetorical leadership, twelve leading scholars in three different disciplines provide in-depth studies of how words have served or disserved American presidents. At the heart of rhetorical leadership lies the classical concept of prudence, practical wisdom that combines good sense with good character. From their disparate treatments of a range of presidencies, an underlying agreement emerges among the historians, political scientists, and communication scholars included in the volume. To be effective, they find, presidents must be able to articulate the common good in a particular situation and they must be credible on the basis of their own character. Who they are and what they can do are thus twin pillars of successful rhetorical leadership. Leroy G. Dorsey introduces these themes, and David Zarefsky picks them up in looking at the historical development of rhetorical leadership within the office of the presidency. Each succeeding chapter then examines the rhetorical leadership of a particular president, often within the context of a specific incident or challenge that marked his term in office. Chapters dealing with George Washington, John Adams, Thomas Jefferson, Theodore Roosevelt, Woodrow Wilson, Franklin Roosevelt, Dwight Eisenhower, Ronald Reagan, and Bill Clinton offer the specifics for a clearer understanding of how rhetoric serves leadership in the American presidency. This book provides an indispensable addition to the literature on the presidency and in leadership studies.

Presidential Leadership

A collection of compelling analyses by eminent scholars, *Presidential Leadership: The Vortex of Power* looks at presidential leadership from a variety of perspectives, integrating cutting-edge research on both the incentives and the constraints presidents face in their attempts to lead the country. These original readings contextualize presidential leadership in relation to Congress, the courts, the bureaucracy, the media, and the public. Furthermore, the essays include discussions on executive decision making and both domestic and national security issues.

Presidential Power: the Politics of Leadership

This work has been selected by scholars as being culturally important and is part of the knowledge base of civilization as we know it. This work is in the public domain in the United States of America, and possibly other nations. Within the United States, you may freely copy and distribute this work, as no entity (individual or corporate) has a copyright on the body of the work. Scholars believe, and we concur, that this work is important enough to be preserved, reproduced, and made generally available to the public. To ensure a quality reading experience, this work has been proofread and republished using a format that seamlessly blends the original graphical elements with text in an easy-to-read typeface. We appreciate your support of the preservation process, and thank you for being an important part of keeping this knowledge alive and relevant.

Political Rhetoric

Rhetoric is among the most important and least understood elements of presidential leadership. Presidents have always wielded rhetoric as one tool of governance—and that rhetoric was always intended to facilitate political ends, such as image building, persuasion of the mass public, and inter-branch government persuasion. But as mass media has grown and then fragmented, as the federal bureaucracy has continued to both expand and calcify, and as partisanship has heightened tensions both within Congress and between Congress and the Executive, rhetoric is an increasingly important element of presidential governance. Scholars have derived ways to explain how these developments and the presidents' use of rhetoric have contributed to and detracted from the health of American democracy. This briefing book offers a succinct reflection on the ways in which historical developments have encouraged the use of political rhetoric. It explores strategies of "going public" to provide some leverage over the political system and the lessons one might derive from these choices. This essential analysis, written for lay readers, scholars, students, and future presidents, is the first in Transaction's innovative Presidential Briefings series. Mary E. Stuckey covers the scholarly literature with authority and offers examples of rhetoric that have lasting influence.

A Presidency Upstaged

A president who distances himself from stagecraft will find himself upstaged. George H. W. Bush sought to "stay the course" in terms of policy while distancing himself from the public relations strategies employed during the administration of Ronald Reagan, his predecessor. But Bush discovered during his one-term presidency that a strategy of policy continuity coupled with mediocre communication skills "does not make for a strong public image as an effective and active leader in the White House\

Principles and Practice of American Politics

"Principles and Practice of American Politics is a well-balanced reader covering all the major topics of an American Government course." —Blake Jones, Ohio Valley University Combining timeless readings with cutting-edge articles and essays, *Principles and Practice of American Politics*, Seventh Edition, enriches students' understanding of the American political system by examining the strategic behavior of key players in U.S. politics. This collection of classic and contemporary readings brings concepts to life by providing students with real examples of how political actors are influenced by the strategies of others and are governed by the Constitution, the law, and institutional rules. Carefully edited by award-winning authors Samuel Kernell and Steven S. Smith, each reading is put into context to help students understand how political actions fall within a major national political forum. New to the Seventh Edition Nine new and updated essays encourage students to reflect on the continuing debates over the polarization of the American electorate and Congress, the role of social media and "fake news" in influencing public views of politicians and issues, the fragile Trump coalition, the efficacy of polling in tracking public opinion, and other issues more relevant than ever in the wake of the 2016 elections. Additional essays challenge students to think more carefully about alternative institutions and political arrangements. The new essays present institutions of majority rule, the nature of racial discrimination, and the proper role of the court as less settled issues that provide students an opportunity to think through (and discuss) their views on the future direction of American civic life. Each selection is artfully framed by Kernell and Smith's contextual headnotes to make them appropriate for classroom use. Original readings written specifically for the volume give the book a coherent treatment of the performance of U.S. political institutions.

Presidential Leadership in Public Opinion

This book looks at the factors that affect voters' perceptions of the president, presidential approval ratings, attitudes about Congress, and voter trust toward government.

The Strategic President

How do presidents lead? If presidential power is the power to persuade, why is there a lack of evidence of presidential persuasion? George Edwards, one of the leading scholars of the American presidency, skillfully uses this contradiction as a springboard to examine--and ultimately challenge--the dominant paradigm of presidential leadership. *The Strategic President* contends that presidents cannot create opportunities for change by persuading others to support their policies. Instead, successful presidents facilitate change by recognizing opportunities and fashioning strategies and tactics to exploit them. Edwards considers three extraordinary presidents--Abraham Lincoln, Franklin D. Roosevelt, and Ronald Reagan--and shows that despite their considerable rhetorical skills, the public was unresponsive to their appeals for support. To achieve change, these leaders capitalized on existing public opinion. Edwards then explores the prospects for other presidents to do the same to advance their policies. Turning to Congress, he focuses first on the productive legislative periods of FDR, Lyndon Johnson, and Reagan, and finds that these presidents recognized especially favorable conditions for passing their agendas and effectively exploited these circumstances while they lasted. Edwards looks at presidents governing in less auspicious circumstances, and reveals that whatever successes these presidents enjoyed also resulted from the interplay of conditions and the presidents' skills at understanding and exploiting them. *The Strategic President* revises the common assumptions of presidential scholarship and presents significant lessons for presidents' basic strategies of governance.

The Oxford Handbook of the American Presidency

With engaging, new contributions from major figures in the field, 'The Oxford Handbook of the American Presidency' provides the key point of reference for anyone working in American politics today.

Principles and Practice of American Politics: Classic and Contemporary Readings, 5th Edition

This collection examines the strategic behavior of key players in American politics from the Founding Fathers to the Super PACs, by showing that political actors, though motivated by their own interests, are governed by the Constitution, the law, and institutional rules, as well as influenced by the strategies of others.

The End of the Rhetorical Presidency?

The End of the Rhetorical Presidency? Public Leadership in the Trump Era explores one of the most disruptive aspects of the Trump presidency. Since the FDR administration, presidents developed the capacity and skill to use the public to influence the legislative arena, gain reelection, survive scandal and secure their legacy. Consequently, presidential rhetorical leadership has its own norms and expectations. Comparing President Trump's communications apparatus as well as rhetoric (including Twitter) to previous presidents, Diane Heith demonstrates how Trump exercises leadership by adhering to some of these norms and expectations, but rejects, abandons and undermines most. Heith argues that his individual, rather than institutional, approach to leadership represents a change in tone, language and style. She concludes that the loss of skill and capacity represents a devolution of the White House institution dedicated to public leadership, especially in the legislative arena. More significantly, the individual approach emphasizes weakening the ability of the press and other political elites to hold the president accountable. This book will appeal to students and scholars of the presidency as well as general readers who quest for a deeper understanding of the Trump White House.

Presidential Leadership in Political Time

A classic on the politics of leadership, now expanded to include a chapter on the Trump presidency. Examines the typical political problems that presidents confront again and again, as well as the likely effects of working through them.

The Rhetorical Presidency

Modern presidents regularly appeal over the heads of Congress to the people at large to generate support for public policies. The Rhetorical Presidency makes the case that this development, born at the outset of the twentieth century, is the product of conscious political choices that fundamentally transformed the presidency and the meaning of American governance. Now with a new foreword by Russell Muirhead and a new afterword by the author, this landmark work probes political pathologies and analyzes the dilemmas of presidential statecraft. Extending a tradition of American political writing that begins with *The Federalist* and continues with Woodrow Wilson's *Congressional Government*, *The Rhetorical Presidency* remains a pivotal work in its field.

The Presidency and Domestic Policy

"Each president brings to the White House a distinct set of personal characteristics and a preferred leadership style, but just how much have individual presidents shaped domestic policy? To understand and assess what factors determine one president's success and another's limited accomplishments, it is important to examine both the individual's leadership roles and the circumstances that shape opportunities for success. This book systematically examines the first terms of every president from FDR to Obama and assesses leadership style, the policy agenda, and the "political opportunity" facing each president. The success of each president in bringing about landmark legislation and other policy change is shown to hinge on the opportunities facing each president, his leadership style, and finally, his skill managing a variety of institutional and public relationships. Not all presidents are created equal, but some can implement strategies to overcome formidable obstacles, rising into the vaunted ranks of the "Great Presidents." The second edition of this timely book adds chapters on George W. Bush and Barack Obama and focuses on the significant domestic policy challenges of their respective times. Tax cuts, education policy, and homeland security are featured for the Bush era, while health care reform, economic policy initiatives, immigration, and gun control are highlights for Obama. Both offer insights into contemporary presidential leadership in a highly partisan age. In addition, the authors have reconfigured the analytical framework of the book to take into account the "dynamic opportunity structure" that emerged during the George W. Bush administration." -- Publisher's description.

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Donald Trump and the Kayfabe Presidency

This book examines Donald Trump's longstanding connections to professional wrestling in relation to how he uses and exploits language, and the ways in which he has weaponized going public never before seen in previous administrations. Trump utilizes the language of wrestling to make rhetorical appeals and draws upon its theatrical tactics to redefine expectations of spaces to fundamentally change the nature of political expectations and expression. Wrestling is almost always about stories within a confined space, and Donald Trump inculcated many of its techniques to command an audience with rhetoric. The emotional performance supersedes truth or accuracy; factual exactness matters less than your presentation of the material. As Donald Trump blends performance and public service, social confusion over boundaries has occurred. Theatrical norms, when applied to daily life, generate vastly different reactions than within the artificial confines of an arena. It is not simply a muddling of public and private, but rather a jumbling of theatrical and generalized social standards. This book examines these aspects and explores how Donald Trump has also utilized well-established presidential tools in completely new ways in an attempt to build the strongest executive branch in American history.

Tough Times for the President

By examining case studies of tough times for the president, this book broadens the understanding of presidential power and both the limits and opportunities chief executives face as they govern from the Oval Office. It points to a new view of the sources of presidential power. This study of presidential adversity illuminates the fundamental sources of executive power-executive actions, foreign policy initiatives, organizational changes, going public, and unconventional actions-that form a foundation for the persuasive influence that many see as the epitome of presidential leadership. It also shows how presidents cope with the kinds of tough circumstances in which chief executives find themselves all too often. The case studies show American chief executives facing some of the toughest political situations of their presidencies, and illuminates important episodes in modern political history. The authors show Gerald Ford trying to govern without any of the traditional sources of political capital, Bill Clinton recovering from two near-death political experiences (the loss of Congress in 1994, then the Lewinsky scandal), and the unraveling of the George W. Bush presidency. The authors also use these insights to help build an alternative understanding of presidential power. The authors' cases of presidents in tough times leads to a new view of presidential power as situational leverage. They sketch an understanding of power as leverage that takes into account the resources that a president is able to apply in a particular situation, weighed against the risks and obstacles that threaten to undermine presidential goals and the opportunities that help to motivate the president. This approach presents a more accurate, realistic, and useful view of presidential power than Richard Neustadt's catchy but misleading "power to persuade." Moreover, viewing power as leverage helps to account for why recent presidents have devoted time and attention to employing and expanding their capacity for unilateral action. *Tough Times for the President* is a unique book because it provides a different perspective on America's most important office. Most books on the presidency focus on issues of presidential leadership, presidential greatness, or influence over policy, but none compares how presidents have responded to the political challenges confronting them. This book is appropriate for upper-division undergraduate students, graduate students

Leadership for Sustainability

Solving today's environmental and sustainability challenges requires more than expertise and technology. Effective solutions will require that we engage with other people, wrestle with difficult questions, and learn how to adapt and make confident decisions despite uncertainty. We need new approaches to leadership that empower professionals at all levels to tackle wicked problems and work towards sustainability. *Leadership for Sustainability* gives readers perspective and skills for promoting creative and collaborative solutions. Blending systems thinking approaches with leadership techniques, it offers dozens of strategies and specific practices that build on the foundation of three main skills: connecting, collaborating, and adapting. Inspiring case studies show how the book's strategies and principles can be applied to diverse situations: Coordinating the activities of widely dispersed individuals and groups who may not even know they are connected, illustrated by the work of urban planners, local businesses, citizens, and other stakeholders advancing ambitious climate action goals via a Community Energy Plan in Arlington County, Virginia Collaborating with diverse stakeholders to span boundaries despite their differences of opinion, expertise, and culture, as illustrated by the bold actions of a social entrepreneur who transformed the global food service industry with the "plant-forward" movement Adapting to continuous change and confounding uncertainty, as a small nonprofit organization mobilizes partners to tackle poverty, water scarcity, sanitation, and climate change in rural India Readers will come away with a holistic understanding of how to lead from where they are by applying leadership principles and practices to a wide range of wicked situations. While the challenges we face are daunting, the authors argue that these situations present opportunities for creating a more just, healthy, and prosperous world.

Presidents and the People

Laracey, in this historical interpretation of presidential efforts to marshal public opinion in support of policy positions, challenges the notion that direct appeals are either recent or unconstitutional."

Presidential Leadership: Politics and Policy Making

Written by two renowned presidential scholars, this comprehensive, best-selling text examines all aspects of the presidency in rich detail. With a special emphasis on policy, the new edition surveys the most up-to-date scholarship on the topic, and includes an examination of the midterm presidential

election. Taking a theoretical approach, the authors use engaging analysis and timely, fascinating examples to view the presidency from two theoretical standpoints—the president as facilitator, and the president as director of change. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

From Presidential Transition to Integration

Why so many abrupt presidential exits? And how can we prevent them? There are hundreds of presidential transitions taking place every year, but many are doomed to derail early. Why is this? Often, it's because attention is paid only to the initial hire and transition. Though the search process is important in selecting a new president, it is merely one component in a larger integration process that will make or break a presidential tenure. If we are to prevent presidential derailments, then the integration needs to be explicit, strategic, well-executed, and monitored and owned by campus leaders, especially by the governing board. Drawing on research into hundreds of presidential transitions, filled with strategies that have been tested at colleges and universities, and written by a leading leadership consultant with contributions from former and current presidents, *From Presidential Transition to Integration* provides an in-depth handbook to setting up a new presidency for success. It is a must-read for aspiring presidents, boards, and executive search and transition committees.

CEO Excellence

"Based on extensive interviews with today's . . . corporate leaders, this look at how the best CEOs do their jobs focuses on the mindsets and actions that foster an environment of excellence"--

Presidential Power and the Modern Presidents

This is a revised edition of *Presidential power*, 1980, which was originally published by Wiley in 1960. Annotation copyrighted by Book News, Inc., Portland, OR

Tough Times for the President

By examining case studies of tough times for the president, this book broadens the understanding of presidential power and both the limits and opportunities chief executives face as they govern from the Oval Office. It points to a new view of the sources of presidential power. This study of presidential adversity illuminates the fundamental sources of executive power-executive actions, foreign policy initiatives, organizational changes, going public, and unconventional actions-that form a foundation for the persuasive influence that many see as the epitome of presidential leadership. It also shows how presidents cope with the kinds of tough circumstances in which chief executives find themselves all too often. The case studies show American chief executives facing some of the toughest political situations of their presidencies, and illuminates important episodes in modern political history. The authors show Gerald Ford trying to govern without any of the traditional sources of political capital, Bill Clinton recovering from two near-death political experiences (the loss of Congress in 1994, then the Lewinsky scandal), and the unraveling of the George W. Bush presidency. The authors also use these insights to help build an alternative understanding of presidential power. The authors' cases of presidents in tough times leads to a new view of presidential power as situational leverage. They sketch an understanding of power as leverage that takes into account the resources that a president is able to apply in a particular situation, weighed against the risks and obstacles that threaten to undermine presidential goals and the opportunities that help to motivate the president. This approach presents a more accurate, realistic, and useful view of presidential power than Richard Neustadt's catchy but misleading "power to persuade." Moreover, viewing power as leverage helps to account for why recent presidents have devoted time and attention to employing and expanding their capacity for unilateral action. *Tough Times for the President* is a unique book because it provides a different perspective on America's most important office. Most books on the presidency focus on issues of presidential leadership, presidential greatness, or influence over policy, but none compares how presidents have responded to the political challenges confronting them. This book is appropriate for upper-division undergraduate students, graduate students

The Logic of American Politics

This is a shrink-wrapped, discounted packaged for the introduction to American government course. The books included are: Kernell and Jacobson's 'The Logic of American Politics, 3rd ed.'; Kernell and Smith's 'Principles and Practice of American Politics, 3rd ed.'

Why Presidents Fail And How They Can Succeed Again

Failure should not be an option in the presidency, but for too long it has been the norm. From the botched attempt to rescue the U.S. diplomats held hostage by Iran in 1980 under President Jimmy Carter and the missed intelligence on Al Qaeda before 9-11 under George W. Bush to, most recently, the computer meltdown that marked the arrival of health care reform under Barack Obama, the American presidency has been a profile in failure. In *Why Presidents Fail and How They Can Succeed Again*, Elaine Kamarck surveys these and other recent presidential failures to understand why Americans have lost faith in their leaders—and how they can get it back. Kamarck argues that presidents today spend too much time talking and not enough time governing, and that they have allowed themselves to become more and more distant from the federal bureaucracy that is supposed to implement policy. After decades of "imperial" and "rhetorical" presidencies, we are in need of a "managerial" president. This White House insider and former Harvard academic explains the difficulties of governing in our modern political landscape, and offers examples and recommendations of how our next president can not only recreate faith in leadership but also run a competent, successful administration.

The President's Speeches

One of the great unanswered questions of presidency scholars is why presidents try so hard to influence public opinion when the effort seems likely to be futile. Eshbaugh-Soha answers that question by looking at the indirect effects of presidential rhetoric. The result is essential reading.??Andrew Dowdle, University of ArkansasWhy do presidents bother to give speeches when their words rarely move public opinion? Arguing that "going public" isn't really about going to the public at all, Matthew Eshbaugh-Soha explores to whom presidential speeches are in fact targeted, and what—if any—influence they have on public policy. Eshbaugh-Soha shows that, when presidents speak, their intent is to provide legislators and bureaucrats with cues pointing to particular policy decisions. Analyzing 50 years of presidential rhetoric, he demonstrates the impact of such "presidential signaling" vis-a-vis a range of policy areas. He finds that, although citizen support may increase the likelihood that a legislator will respond to presidential signals, it is not essential to a president's legislative success. Matthew Eshbaugh-Soha is assistant professor of political science at the University of North Texas. Contents: Why Presidents Speak About Policy. Direct Signaling. When Signaling Works. Salience Matters. The Limits of Signals. Presidential Signaling and Public Policy.

The Evolution of Presidential Polling

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