



Kennedy: A Cultural History of an American Icon

Mark White

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During his lifetime, John F. Kennedy created a dazzling image that has been sustained since his assassination in 1963. This book examines how Kennedy succeeded in using his military service in World War II, his literary efforts, his sex appeal, his family and other attributes and achievements to develop such a potent image. It also explores the roles played by Joseph and Jackie Kennedy in bolstering his appeal.

Probably no other figure in history has created such a positive impression on people throughout the world today than Kennedy. This book seeks to explain how this happened, and to consider the extent to which the image conformed to the reality of the man.



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