Presidential Leadership in Public Opinion - Jeffrey E. Cohen - 2015-04-06
Although presidents may have a difficult time actually leading the public and Congress, voters still desire strong leadership from their commander in chief. In Presidential Leadership in Public Opinion, Jeffrey E. Cohen argues that the perception of presidential leadership in American politics is affected not so much by what presidents accomplish but by whether voters think their president is a good leader. When assessing whether a president is a good leader, voters ask two questions: does the president represent me and the nation? And, is the president strong? Cohen shows that presidential interactions with Congress affect voter perceptions of presidential representation and strength. These perceptions have important implications for public attitudes about American politics. They affect presidential approval ratings, the performance of candidates in presidential elections, attitudes toward Congress, and trust in government. Perceptions of presidential leadership qualities have implications not only for the presidency but also for the larger political system.

Presidential Leadership of Public Opinion - Elmer E. Cornwell - 1979

Presidential Leadership of Public Opinion - Elmer E. Cornwell - 1979

The Provisional Pulpit - Brandon Rottinghaus - 2010-04-07
The cornerstone of the public presidency is the ability of the White House to influence, shape, and even manipulate public opinion. Ultimately, although much has been written about presidential leadership of opinion, we are still left with many questions pertaining to the success of presidential opinion leadership efforts throughout the modern presidency. What is still missing is a systematic, sequential approach to describe empirical trends in presidential leadership of public opinion in order to expand on important scholarly queries, to resolve empirical disputes in the literature, and to check
the accuracy of conventional political wisdom on how, when, and under what conditions presidents lead public opinion. In The Provisional Pulpit, Brandon Rottinghaus develops a simple theory of presidential leadership, arguing that presidential messages are more likely to be received if there are fewer countervailing agents or messages to contradict the president’s message. He concludes, based upon the findings presented in this book, that the “bully pulpit” is largely provisional for modern presidents. The more the president can avoid the political echo chamber associated with partisan battles or communications, the better the chance the president has to lead public opinion. The Provisional Pulpit adds an important layer of understanding to the issue of how and under what conditions presidents lead public opinion. All modern presidents clearly attempt to lead public opinion; often, due to factors outside their control, they fail. This book is an exploration into how and when they succeed.

The Provisional Pulpit - Brandon Rottinghaus - 2010-04-07

The cornerstone of the public presidency is the ability of the White House to influence, shape, and even manipulate public opinion. Ultimately, although much has been written about presidential leadership of opinion, we are still left with many questions pertaining to the success of presidential opinion leadership efforts throughout the modern presidency. What is still missing is a systematic, sequential approach to describe empirical trends in presidential leadership of public opinion in order to expand on important scholarly queries, to resolve empirical disputes in the literature, and to check the accuracy of conventional political wisdom on how, when, and under what conditions presidents lead public opinion. In The Provisional Pulpit, Brandon Rottinghaus develops a simple theory of presidential leadership, arguing that presidential messages are more likely to be received if there are fewer countervailing agents or messages to contradict the president’s message. He concludes, based upon the findings presented in this book, that the “bully pulpit” is largely provisional for modern presidents. The more the president can avoid the political echo chamber associated with partisan battles or communications, the better the chance the president has to lead public opinion. The Provisional Pulpit adds an important layer of understanding to the issue of how and under what conditions presidents lead public opinion.

All modern presidents clearly attempt to lead public opinion; often, due to factors outside their control, they fail. This book is an exploration into how and when they succeed.

Presidential Leadership of Public Opinion - Thomas A. Staudt - 1965

Presidential Leadership of Public Opinion - Thomas A. Staudt - 1965

Going Public - Samuel Kernell - 2006-10-18

Presidents are uniquely positioned to promote themselves and their polices 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.

Going Public - Samuel Kernell - 2006-10-18

Presidents are uniquely positioned to promote themselves and their polices 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.

Going Public - Samuel Kernell - 2006-10-18

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.

**Going Local** - Jeffrey E. Cohen - 2010
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.

**The Strategic President** - George C. Edwards III - 2012-03-25
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 Strategic President** - George C. Edwards III - 2012-03-25
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.

Presidential Leadership - George C. Edwards - 2006
From routine operations to the workings of a White House in crisis, this comprehensive, best-selling text examines all facets of the presidency in rich detail, with a special emphasis on policy. George C. Edwards and Stephen J. Wayne use an engaging combination of analytical prose and timely, fascinating examples to examine the presidency from two theoretical standpoints—the President as "facilitator," and the President as "director of change." Their theoretical (versus chronological) approach, combined with the currency and relevance of the material covered in the text, have made PRESIDENTIAL LEADERSHIP: POLITICS AND POLICY MAKING the most comprehensive and best-selling text available today for your presidential studies course.

Breaking Through the Noise - Matthew Eshbaugh-Soha - 2011-08-15
Modern presidents engage in public leadership through national television addresses, routine speechmaking, 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.

Breaking Through the Noise - Matthew Eshbaugh-Soha - 2011-08-15
Modern presidents engage in public leadership through national television addresses, routine speechmaking, 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.

**Breaking Through the Noise** - Matthew Eshbaugh-Soha - 2011-08-15
This book explores how presidential leadership of the public most typically occurs through leadership of the news media.

**Breaking Through the Noise** - Matthew Eshbaugh-Soha - 2011-08-15
This book explores how presidential leadership of the public most typically occurs through leadership of the news media.

**Polling to Govern** - Diane J. Heith - 2004
Presidents spend millions of dollars on public opinion polling while in office. Critics often point to this polling as evidence that a “permanent campaign” has taken over the White House at the expense of traditional governance. But has presidential polling truly changed the shape of presidential leadership? Diane J. Heith examines the polling practices of six presidential administrations—those of Nixon, Ford, Carter, Reagan, Bush, and Clinton—dissecting the poll apparatus of each period. She contends that while White House polls significantly influence presidential messages and responses to events, they do not impact presidential decisions to the extent that observers often claim. Heith concludes that polling, and thus the campaign environment, exists in tandem with long-established governing strategies.

**Polling to Govern** - Diane J. Heith - 2004
Presidents spend millions of dollars on public opinion polling while in office. Critics often point to this polling as evidence that a “permanent campaign” has taken over the White House at the expense of traditional governance. But has presidential polling truly changed the shape of presidential leadership? Diane J. Heith examines the polling practices of six presidential administrations—those of Nixon, Ford, Carter, Reagan, Bush, and Clinton—dissecting the poll apparatus of each period. She contends that while White House polls significantly influence presidential messages and responses to events, they do not impact presidential decisions to the extent that observers often claim. Heith concludes that polling, and thus the campaign environment, exists in tandem with long-established governing strategies.

**Presidential Leadership of Public Opinion** - Elmer E. Cornwell (Jr.) - 1965

**Presidential Leadership of Public Opinion** - Elmer E. Cornwell (Jr.) - 1965

**Presidential Leadership and Public Opinion** - Wynne Waller - 2000

**Presidential Leadership and Public Opinion** - Wynne Waller - 2000

**Out of Touch** - Michael J. Towle - 2004
Out of Touch: The Presidency and Public Opinion compares the changes in the ways the Truman, Johnson, and Carter administrations looked at and understood public opinion as their popularity declined. Moving beyond the idiosyncrasies of individual presidents through comparative archival research, Michael J. Towle suggests that administrations behave in ways analogous to the staffs of winning and losing candidates. They self-congratulate during popular times and engage in rationalization and cognitive dissonance during unpopular times. As a result, they are more open to public opinion when they are popular and more dismissive of it when they are unpopular. For the three cases observed, growing out of touch did not cause declining public support, but rather declining support led to the phenomenon of growing out of touch. Relying on extensive use of material from presidential archives, Towle examines how these administrations altered their interpretation of public opinion and how their motivations to consider public opinion changed over their terms. He concludes that the modern presidential need for public support interferes with the ability of administrations to be responsive to public opinion.

**Out of Touch** - Michael J. Towle - 2004
Out of Touch: The Presidency and Public Opinion compares the changes in the ways the Truman, Johnson, and Carter administrations looked at and understood public opinion as their popularity declined. Moving beyond the idiosyncrasies of individual presidents through comparative archival research, Michael J. Towle suggests that administrations behave in ways analogous to the staffs of winning and losing candidates. They self-congratulate during popular times and engage in rationalization and cognitive dissonance during unpopular times. As a result, they are more open to public opinion when they are popular and more dismissive of it when they are unpopular. For the three cases observed, growing out of touch did not cause declining
public support, but rather declining support led to the phenomenon of growing out of touch. Relying on extensive use of material from presidential archives, Towle examines how these administrations altered their interpretation of public opinion and how their motivations to consider public opinion changed over their terms. He concludes that the modern presidential need for public support interferes with the ability of administrations to be responsive to public opinion.

**Presidential Road Show** - Diane J. Heith - 2015-12-03

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.

**At the Margins** - George C. Edwards - 1989-01-01

In this book George Edwards seeks a deeper understanding of the relationship between the president and Congress, exploring how and under what conditions presidents lead Congress, what we can reasonably expect of them, and how we should evaluate their performance. He makes a persuasive case for his thesis that presidential leadership of Congress is typically at the margins, not the core, of policymaking. Edwards focuses on three important resources for presidential leadership: party, public opinion, and legislative skills. For each source of influence he analyzes the president's strategic position, the theoretical potential of the resource as an instrument of leadership. He then examines presidents' attempts to employ each resource to obtain support in Congress, showing that they are rarely able to expand their resource base or manipulate their resources reliably. Integrating quantitative analysis with documentary and historical research, Edwards argues that the effective leader is not the dominant chief executive of political folklore who restructures the contours of the political landscape to pave the way for change but is rather a facilitator who works at the margins of coalition building to exploit opportunities presented by a favorable configuration of political forces in his environment. Presidents are not by themselves going to bring about major changes in public policy, says Edwards, and we must adjust accordingly our expectations of their leadership. The implications of his book are broad, and his findings are an important corrective for those who personalize politics and attribute more influence to a single person or strategy than is
At the Margins - George C. Edwards - 1989-01-01
In this book George Edwards seeks a deeper understanding of the relationship between the president and Congress, exploring how and under what conditions presidents lead Congress, what we can reasonably expect of them, and how we should evaluate their performance. He makes a persuasive case for his thesis that presidential leadership of Congress is typically at the margins, not the core, of policymaking. Edwards focuses on three important resources for presidential leadership: party, public opinion, and legislative skills. For each source of influence he analyzes the president’s strategic position, the theoretical potential of the resource as an instrument of leadership. He then examines presidents’ attempts to employ each resource to obtain support in Congress, showing that they are rarely able to expand their resource base or manipulate their resources reliably. Integrating quantitative analysis with documentary and historical research, Edwards argues that the effective leader is not the dominant chief executive of political folklore who restructures the contours of the political landscape to pave the way for change but is rather a facilitator who works at the margins of coalition building to exploit opportunities presented by a favorable configuration of political forces in his environment. Presidents are not by themselves going to bring about major changes in public policy, says Edwards, and we must adjust accordingly our expectations of their leadership. The implications of his book are broad, and his findings are an important corrective for those who personalize politics and attribute more influence to a single person or strategy than is usually merited.

Presidential Leadership and American Public Opinion - Ronald E. McCowan - 2011

Presidential Leadership and American Public Opinion - Ronald E. McCowan - 2011

Presidential Leadership and Public Opinion - Manfred Landecker - 1965

Presidential Leadership and Public Opinion - Manfred Landecker - 1965

The End of the Rhetorical Presidency? - Diane J. Heith - 2020-07-28
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.

The End of the Rhetorical Presidency? - Diane J. Heith - 2020-07-28
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.

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.

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.

**The Oxford Handbook of the American Presidency** - George C. Edwards III - 2011-08-04
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.

**The Oxford Handbook of the American Presidency** - George C. Edwards III - 2011-08-04
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.

**The Presidential Road Show** - Diane J. Heith - 2013
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.

**The Presidential Road Show** - Diane J. Heith - 2013
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.

**In the Public Domain** - Lori Cox Han - 2012-02-01
Explores how recent presidents have managed communications with the American public.

**In the Public Domain** - Lori Cox Han - 2012-02-01
Explores how recent presidents have managed communications with the American public.

**Presidential Leadership** - George C. Edwards - 2003
From routine operations to the workings of a White House in crisis, this comprehensive, best-selling text examines all facets of the presidency in rich detail. George C. Edwards and Stephen J. Wayne use an engaging combination of analytical prose and timely, fascinating examples to examine the presidency from two theoretical standpoints—the President as "facilitator," and the President as "director of change." Their theoretical (versus chronological) approach, combined with the currency and relevance of the material covered in the text, have made PRESIDENTIAL LEADERSHIP: POLITICS AND POLICY MAKING the most comprehensive and best-selling text available today for your presidential studies course.

**Presidential Leadership** - George C. Edwards - 2003
From routine operations to the workings of a White House in crisis, this comprehensive, best-selling text examines all facets of the presidency in rich detail. George C. Edwards and Stephen J. Wayne use an engaging combination of analytical prose and timely, fascinating examples to examine the presidency from two theoretical standpoints—the President as "facilitator," and the President as "director of change." Their theoretical (versus chronological) approach, combined with the currency and relevance of the material covered in the text, have made PRESIDENTIAL LEADERSHIP: POLITICS AND POLICY MAKING the most comprehensive and best-selling text available today for your presidential studies course.

**Predicting the Presidency** - George C. Edwards III - 2016-03-22
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.

**Predicting the Presidency** - George C. Edwards III - 2016-03-22
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.

Who Leads Whom? - Brandice Canes-Wrone - 2010-07-15
Who Leads Whom? is an ambitious study that addresses some of the most important questions in contemporary American politics: Do presidents pander to public opinion by backing popular policy measures that they believe would actually harm the country? Why do presidents "go public" with policy appeals? And do those appeals affect legislative outcomes? Analyzing the actions of modern presidents ranging from Eisenhower to Clinton, Brandice Canes-Wrone demonstrates that presidents' involvement of the mass public, by putting pressure on Congress, shifts policy in the direction of majority opinion. More important, she also shows that presidents rarely cater to the mass citizenry unless they already agree with the public's preferred course of action. With contemporary politics so connected to the pulse of the American people, Who Leads Whom? offers much-needed insight into how public opinion actually works in our democratic process. Integrating perspectives from presidential studies, legislative politics, public opinion, and rational choice theory, this theoretical and empirical inquiry will appeal to a wide range of scholars of American political processes.

Polling for Policy - Diane Joy Heith - 1997

A Seat of Popular Leadership - Michael J. Korzi - 2004
A study of the relationship between presidential leadership and public opinion, this book challenges the commonly held view that the American presidency did not become a truly "popular" institution until the early twentieth century. According to Michael J. Korzi, the democratization of the presidency can be traced back to the antebellum period, when broadly based political parties first emerged. With the development of nominating conventions, party platforms, and party patronage, presidents became bound up in a system of collective leadership anchored in the political party and beholden to a diverse and decentralized, but clearly powerful, public. Presidents were expected to act as partisans, cooperating with their fellow party members in the legislature to make good on the party's promises and to ensure victory at the polls. After the Civil War, this party-based model of presidential leadership gradually gave way to a new paradigm -- the modern "rhetorical" presidency -- marked by the establishment of a more direct relationship between the president and the people. The result was an institution at once more responsive to the vicissitudes of public opinion and less constrained by the obligations of partisan politics. Although he acknowledges the need for a strong executive in today's global world, Korzi sees problems in the ascendancy of this new form of presidential leadership and suggests that a partial return to the party model would be a welcome development. A modern presidency...
tempered and restrained by political parties, he argues, not only would restore a measure of constitutional balance but also would offer a more full-bodied relationship between president and public.

**A Seat of Popular Leadership** - Michael J. Korzi - 2004
A study of the relationship between presidential leadership and public opinion, this book challenges the commonly held view that the American presidency did not become a truly "popular" institution until the early twentieth century. According to Michael J. Korzi, the democratization of the presidency can be traced back to the antebellum period, when broadly based political parties first emerged. With the development of nominating conventions, party platforms, and party patronage, presidents became bound up in a system of collective leadership anchored in the political party and beholden to a diverse and decentralized, but clearly powerful, public. Presidents were expected to act as partisans, cooperating with their fellow party members in the legislature to make good on the party's promises and to ensure victory at the polls. After the Civil War, this party-based model of presidential leadership gradually gave way to a new paradigm -- the modern "rhetorical" presidency -- marked by the establishment of a more direct relationship between the president and the people. The result was an institution at once more responsive to the vicissitudes of public opinion and less constrained by the obligations of partisan politics. Although he acknowledges the need for a strong executive in today's global world, Korzi sees problems in the ascendancy of this new form of presidential leadership and suggests that a partial return to the party model would be a welcome development. A modern presidency tempered and restrained by political parties, he argues, not only would restore a measure of constitutional balance but also would offer a more full-bodied relationship between president and public.

From routine operations to the workings of a White House in crisis, 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 groundbreaking 2008 presidential election. Best-selling authors George C. Edwards and Stephen J. Wayne 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. A theoretical (versus chronological) approach combined with the currency and relevance of the material, makes PRESIDENTIAL LEADERSHIP: POLITICS AND POLICY MAKING, 8th Edition, the most comprehensive text available today for the presidential studies course. Important Notice: Media content referenced within the product description or the product text may not be available in the ebook version.

**Who Governs?** - James N. Druckman - 2015-03-17
America's model of representational government rests on the premise that elected officials respond to the opinions of citizens. This is a myth, however, not a reality, according to James N. Druckman and Lawrence R. Jacobs. In Who Governs?, Druckman and Jacobs combine existing research with novel data from US presidential archives to show that presidents make policy by largely ignoring the views of most citizens in favor of affluent and well-connected political insiders. Presidents treat the public as pliable, priming it to focus on personality traits and often ignoring it on policies that fail to
America’s model of representational government rests on the premise that elected officials respond to the opinions of citizens. This is a myth, however, not a reality, according to James N. Druckman and Lawrence R. Jacobs. In Who Governs?, Druckman and Jacobs combine existing research with novel data from US presidential archives to show that presidents make policy by largely ignoring the views of most citizens in favor of affluent and well-connected political insiders. Presidents treat the public as pliable, priming it to focus on personality traits and often ignoring it on policies that fail to become salient. Melding big debates about democratic theory with existing research on American politics and innovative use of the archives of three modern presidents—Johnson, Nixon, and Reagan—Druckman and Jacobs deploy lively and insightful analysis to show that the conventional model of representative democracy bears little resemblance to the actual practice of American politics. The authors conclude by arguing that polyarchy and the promotion of accelerated citizen mobilization and elite competition can improve democratic responsiveness. An incisive study of American politics and the flaws of representative government, this book will be warmly welcomed by readers interested in US politics, public opinion, democratic theory, and the fecklessness of American leadership and decision-making.

The Party Politics of Presidential Rhetoric - Amnon Cavari - 2017-03-10
By bringing together two bodies of literature - the presidency and political parties - this book makes two important contributions. First, it addresses the gap between presidential public actions and the perceived limited effect they have on public opinion. By examining the short-term effect of speeches of presidents on the entire public, the long-term effect of the speeches on their partisans, and on the reputations of their parties for handling policy, the book shows that presidents are effective leaders of public opinion. Second, the book adds to the scholarly interest in how political parties are viewed by the electorate in terms of policy substance. It suggests that Americans possess coherent reputations of the parties for handling policy challenges, and that these reputations contribute to the party identifications of Americans. The effect of presidents on the reputations and, in turn, party attachments position them as leaders of the party system.

The President & the Public - Doris Appel Graber - 1982
The President on Capitol Hill - Jeffrey E. Cohen - 2019
Jeffrey E. Cohen demonstrates that existing research has underestimated the president’s power to sway Congress. The President on Capitol Hill offers a compelling perspective on
Jeffrey E. Cohen demonstrates that existing research has underestimated the president's power to sway Congress. The President on Capitol Hill offers a compelling perspective on presidential-congressional relations and develops a new theory of presidential influence.

Random Family - Adrian Nicole LeBlanc - 2003
Girls look for excitement and find trouble; boys, searching for adventure, join crews and prison gangs. Coco moves upstate to dodge the hazards of the Bronx; Jessica seeks solace in romance. Both find that love is the only place to go."-- BOOK JACKET.

Random Family - Adrian Nicole LeBlanc - 2003
Girls look for excitement and find trouble; boys, searching for adventure, join crews and prison gangs. Coco moves upstate to dodge the hazards of the Bronx; Jessica seeks solace in romance. Both find that love is the only place to go."-- BOOK JACKET.

Going Public, Going Global - Cody M. Poplin - 2012

Presidential Power - Robert Y. Shapiro - 2000
Building on Richard Neustadt's work "Presidential Power: the Politics of Leadership", this work offers reflections and implications from what has been learned about presidential power. Each essay takes a different look at the state of the American presidency.

Presidential Power - Robert Y. Shapiro - 2000
Building on Richard Neustadt's work "Presidential Power: the Politics of Leadership", this work offers reflections and implications from what has been learned about presidential power. Each essay takes a different look at the state of the American presidency.

Why Presidents Fail And How They Can Succeed Again - Elaine C. Kamarck - 2016-07-26
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.
<table>
<thead>
<tr>
<th>Title</th>
<th>Author(s)</th>
<th>Year</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Filipino Public Opinion, Presidential Leadership and the US-led War in Iraq</td>
<td>Carijane C. Dayag-Laylo</td>
<td>2004</td>
<td>-</td>
</tr>
<tr>
<td>Gale Researcher Guide for: The President as Chief Communicator</td>
<td>Matthew R. Miles</td>
<td>2018-08-30</td>
<td>- Gale Researcher Guide for: The President as Chief Communicator in the United States is selected from Gale's academic platform Gale Researcher. These study guides provide peer-reviewed articles that allow students early success in finding scholarly materials and to gain the confidence and vocabulary needed to pursue deeper research.</td>
</tr>
</tbody>
</table>