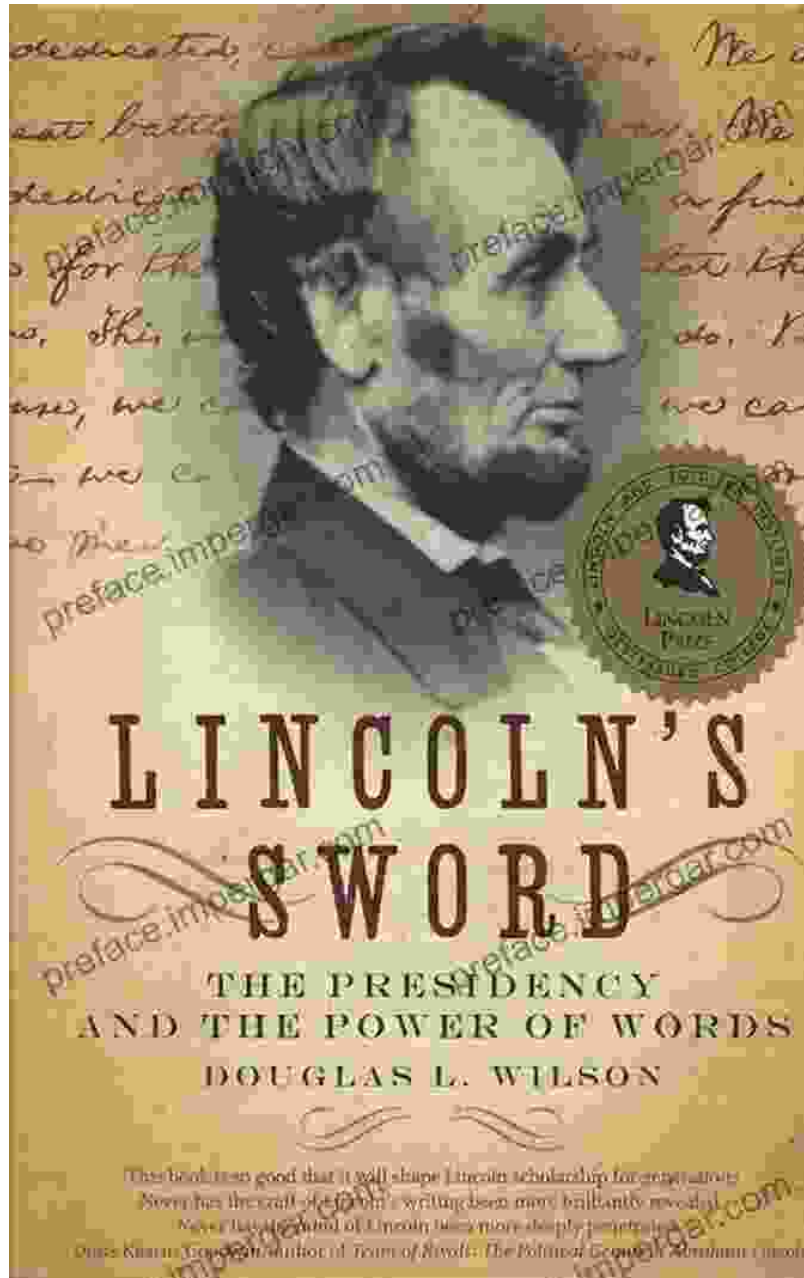


# The Presidency and the Power of Words

By Michael Beschloss

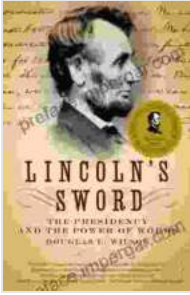


## Lincoln's Sword: The Presidency and the Power of

**Words** by Douglas L. Wilson

★★★★☆ 4.7 out of 5

Language : English



File size	: 10227 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 352 pages



In his new book, *The Presidency and the Power of Words*, Michael Beschloss explores the ways in which American presidents have used language to shape public opinion, rally support, and achieve their goals. From George Washington's Farewell Address to Ronald Reagan's 'Tear down this wall' speech, Beschloss shows how words have been used as a powerful tool in the hands of the presidency.

Beschloss argues that the ability to communicate effectively is essential for any president who wants to be successful. He shows how presidents have used language to connect with the American people, to inspire them, and to persuade them to support their policies. He also shows how presidents have used language to attack their opponents, to divide the country, and to justify war.

*The Presidency and the Power of Words* is a fascinating read for anyone interested in politics, history, or the art of persuasion. Beschloss's writing is clear and concise, and he provides a wealth of examples to illustrate his points. He also includes a number of interviews with former presidents and speechwriters, which provide a unique insight into the way that language is used in the White House.

Whether you're a political junkie or simply someone who is interested in the power of words, *The Presidency and the Power of Words* is a book that you won't want to miss.

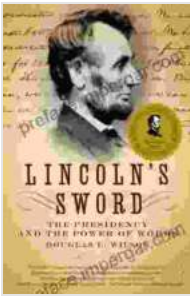
### **Praise for *The Presidency and the Power of Words***

"Beschloss's book is a timely reminder of the power of words in American politics. He shows how presidents have used language to shape public opinion, rally support, and achieve their goals. This is a fascinating read for anyone interested in politics, history, or the art of persuasion." - **Jon Meacham, Pulitzer Prize-winning author of *Thomas Jefferson: The Art of Power***

"Michael Beschloss is one of our most gifted historians, and his new book is a must-read for anyone who wants to understand the presidency. Beschloss shows how presidents have used words to inspire, persuade, and divide the country. This is a fascinating and important book." - **Doris Kearns Goodwin, Pulitzer Prize-winning author of *Team of Rivals: The Political Genius of Abraham Lincoln***

"The Presidency and the Power of Words is a tour de force. Beschloss has written a brilliant and deeply researched book that explores the ways in which presidents have used language to shape American history. This is a must-read for anyone who wants to understand the presidency and the power of words." - **Michael Beschloss, author of *Presidents of War and The Conquerors***

Free Download your copy of *The Presidency and the Power of Words* today!



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