



Persuader-in-Chief: Global Opinion and Public Diplomacy in the Age of Obama

Nancy Snow

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"Yes We Can" and "Yes We Did." McCain and Obama. Al Jazeera and Al Hurra. Frost and Nixon. Propaganda and persuasion. Orange juice and lemonade. Louis Armstrong and Edward R. Murrow. George Bush and those darn shoes.

Huffington Post blogger and public diplomacy scholar Nancy Snow welcomes America and the world to the Age of Obama with this biting, funny, generous-minded look at the challenges President Obama will face as he communicates about America with the rest of the globe.

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