



On Behalf of the President: Presidential Spouses and White House Communications Strategy Today: Presidential Spouses and White House Communications Strategy Today

Lauren Wright

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White House expert Lauren A. Wright identifies, explains, and measures the impact of the expanding role of presidential spouses in the White House and presidential campaign communications strategy, with a focus on the Clinton, Bush, and Obama administrations.

- Examines the First Lady's role of enhancing the president's public image and expanding public support for his policy agenda
- Focuses on the communications and public relations role of presidential spouses
- Analyzes every documented public speech made by a first lady since 1992
- Includes interviews with many prominent former White House staff members, journalists, and presidential campaign strategists

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