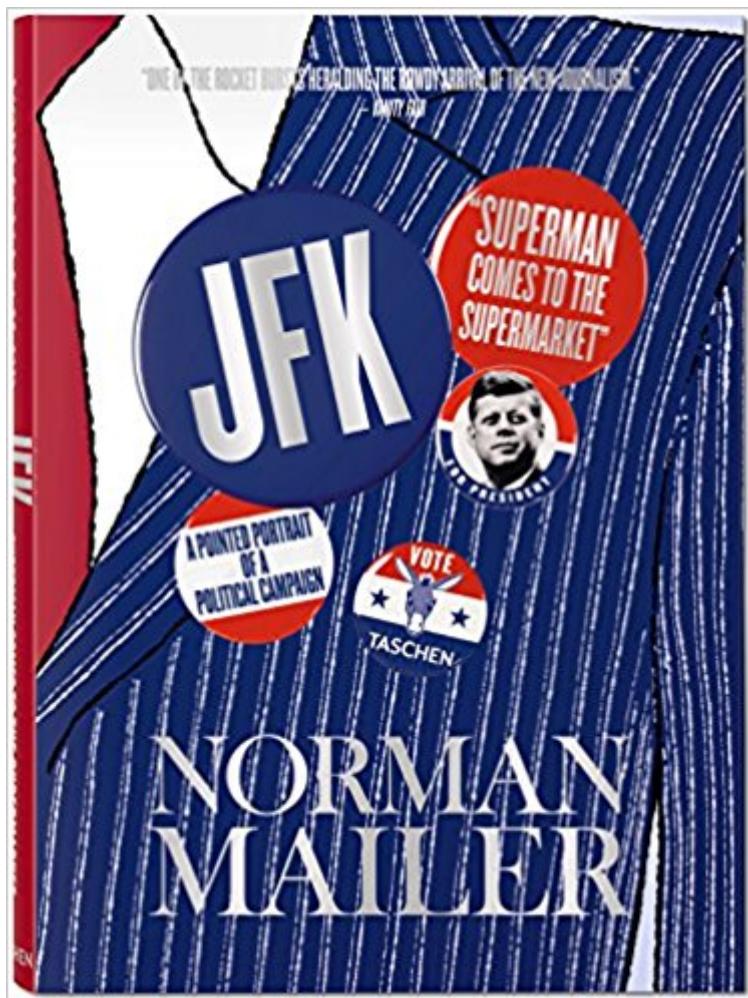


The book was found

Norman Mailer: JFK, Superman Comes To The Supermarket



Synopsis

A time for greatness Norman Mailerâ™s game-changing coverage of John F. Kennedy's presidential campaign With his Hollywood good looks, boundless enthusiasm, and mesmeric media presence, John F. Kennedy was destined to capture the imaginations of the more than 70 million Americans who watched the nationâ™s first televised presidential debate. Just days after beating out Richard Nixon by the narrowest margin in history, Kennedy himself said, âœIt was the TV more than anything else that turned the tide.â • But one man begged to differ: writer Norman Mailer, who bragged that his pro-Kennedy treatise, âœSuperman Comes to the Supermarket,â • had âœwon the election for Kennedy.â • Whether or not that was the case, the article, published in *Esquire* magazine just weeks before polls opened, did redefine political reporting and New Journalism with Mailer's frank, first-person voice identifying Kennedy as the âœexistential heroâ • who could awaken the nation from its postwar slumber and conformist Eisenhower years. Now, TASCHEN reimagines this no-holds-barred portrait of one of Americaâ™s most revered presidents on his path to the White House, publishing Mailerâ™s essay in book form with over 300 photographs that bring the campaign and the candidateâ™s family to life. These images were captured by some of the great photojournalists of the dayâ—"Cornell Capa, Jacques Lowe, Paul Schutzer, Stanley Tretick, Hank Walkerâ—"and appear in this volume alongside many never-before-published photos by Garry Winogrand and Burton Berinsky, providing a fascinating look at the man who declared the â™60s âœa time for greatness.â •

Book Information

Hardcover: 370 pages

Publisher: Taschen America (December 5, 2014)

Language: English

ISBN-10: 3836550334

ISBN-13: 978-3836550338

Product Dimensions: 12.5 x 2.8 x 18 inches

Shipping Weight: 10.1 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 starsÂ See all reviewsÂ (4 customer reviews)

Best Sellers Rank: #1,123,590 in Books (See Top 100 in Books) #97 inÂ Books > Arts & Photography > Photography & Video > Lifestyle & Events > Celebrations & Events #1374 inÂ Books > Science & Math > Astronomy & Space Science > Astrophysics & Space Science #1625 inÂ Books > Textbooks > Humanities > Visual Arts > Photography

Customer Reviews

This book is HUGE. If you were 'there' during the heady days of the Kennedy campaign, you must buy. It's expensive, but worth it-so many great photos I've never seen before. Even if you're not a fan of Norman Mailer, you'll love it. A real keepsake. Only negative? : 'Printed In China'.

Another MASTERPIECE from Taschen. Splendid in every way.

Purchased this as a gift for a friend in Australia. I used 's international shipping to get it to him and it was delivered perfectly! It's a beautiful keepsake book.

Good book

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