

Presidential Character: Predicting Performance In The White House (4th Edition)

By James David Barber

"The Presidential Character" unifies political psychology, history, and biography to help readers understand the complex factors that influence our vote. In addition, the author includes predictions actually written and published before Nixon, Ford, Carter, Reagan, and Bush ever served and presents an analysis of how predictions work.

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editorial:

From the Publisher

Incorporating U.S. presidents from Taft to Bush, this volume uses research-based political psychology, history, and biography to provide a means of determining the performance of candidates as president.

From the Back Cover

The Presidential Character: Predicting Performance in the White House, Fourth Edition
James David Barber

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About the Author

James David Barber was a Duke University political scientist and provocateur best known for exploring the psychology of Oval Office aspirants and occupants. He spent years as a consultant to "NBC Nightly News" and as a board member of the Poynter Institute, a center for the study of journalism and media ethics in St. Petersburg, Fla.

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