

September 2008

\$24.95 (CANADA \$26.95)
HARD 978-1-4027-6114-0

512 PAGES
(24-PG B/W INSERT)
6 1/8 X 9 1/4
POLITICAL SCIENCE/
POLITICAL PROCESS/ELECTIONS
POL008000

CARTON QUANTITY: 18

UNION SQUARE PRESS
RIGHTS: WENG

AUTHOR'S HOME:
SCOTIA, NY

Marketing

- National Publicity
- TV Satellite Tour
- Morning Drive Radio Tour
- Features and Book Reviews in Political Publications and General Interest Magazines
- Outreach to Political, Features, and Book Review Editors at Newspapers Nationwide
- Online Publicity
- Events in Albany, New York, and Presidential Libraries
- Galleys Available

1960

LBJ vs. JFK vs. NIXON

The Epic Campaign That Forged Three Presidencies

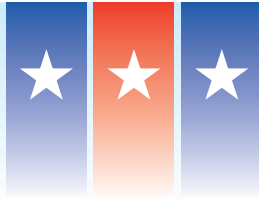
★
DAVID PIETRUSZA

■ It was the election that would ultimately give America “Camelot” and its tragic aftermath, a momentous contest when three giants who each would have a chance to shape the nation battled to win the presidency.

Award-winning author David Pietrusza does here for the 1960 presidential race what he did in his previous book, *1920: the Year of the Six Presidents*—which *Kirkus Reviews* selected as one of their Best Books of 2007. Until now, the most authoritative study of the 1960 election was Theodore White’s Pulitzer Prize-winning *The Making of the President, 1960*. But White, as a trusted insider, didn’t tell all. Here’s the rest of the story, what White could never have known, nor revealed. Finally, it’s all out—including JFK’s poignant comment on why LBJ’s nomination as vice president would be inconsequential: “I’m 43 years old. I’m not going to die in office.”

Combining an engaging narrative with exhaustive research, Pietrusza chronicles the pivotal election of 1960, in which issues of civil rights and religion (Kennedy was only the second major-party Roman Catholic candidate ever) converged. The volatile primary clash between Senate Majority leader LBJ and the young JFK culminated in an improbable fusion ticket. The historic, legendary Kennedy-Nixon debates followed in its wake. The first presidential televised debates, they forever altered American politics when an exhausted Nixon was unkempt and tentative in their first showdown. With 80 million viewers passing judgment, Nixon’s poll numbers dropped as the charismatic Kennedy’s star rose. Nixon learned his lesson—resting before subsequent debates, reluctantly wearing makeup, and challenging JFK with a more aggressive stance—but the damage was done.

There’s no one better to convey the drama of that tumultuous year than Pietrusza. He has 1,000 secrets to spill; a fascinating cast of characters to introduce (including a rogue’s gallery of hangers-on and manipulators); and towering historical events to chronicle. And all of it is built on painstaking research and solid historical scholarship. Pietrusza tracks down every lead to create a winning, engaging, and very readable account.



What Theodore H. White didn't tell us...

Three presidents,
three giants...
one election



A sampling of what
Theodore White couldn't
chronicle—and
David Pietrusza does:

- ★ Richard Nixon's tempestuous Iowa backseat blowup, and his bizarre Election Day road trip
- ★ The full story of a sympathetic call from JFK to Coretta Scott King
- ★ John Ehrlichman's spy missions on the Nelson Rockefeller and Democratic camps
- ★ The warnings before Election Day that Chicago's Mayor Daley would try to fix the race's outcome
- ★ JFK's amphetamine-fueled debate performance



Praise for David Pietrusza's *1920: The Year of the Six Presidents*

"A rousing chronicle. ... A hugely fascinating episode in American history, told with insight and great humor, by an author in command of his subject." —*Kirkus Reviews* (starred review)

"Absorbing... a broad, satisfying political and social history, in the style of Doris Kearns Goodwin." —*Publishers Weekly*

"Fans of political history will enjoy this book." —*Seattle Times*

"Fascinating and compelling... Highly recommended." —*Library Journal*

"A terrific and fun read." —*Bloomberg Radio*

"A very vivid portrait of each of these presidents." —*Ann Compton, ABC News*

DAVID PIETRUSZA is the author of *1920: The Year of the Six Presidents* (Carroll & Graf, 2006), *Rothstein: The Life, Times and Murder of the Criminal Genius Who Fixed the 1919 World Series* (Carroll & Graf, 2003), *Teddy Ballgame: My Life in Pictures* (with Ted Williams) (Sport Classic Books, 2002), and *Judge and Jury: The Life and Times of Judge Kenesaw Mountain Landis* (Diamond Communications, 1998). His body of historical work has garnered media attention from such outlets as *The New York Times*, *Newsweek*, *US News & World Reports*, the *Washington Post*, NPR, C-SPAN, The Fox News Channel, Bloomberg Radio, the *New York Daily News*, *The New York Post*, the *Jerusalem Post*, *The New York Law Journal*, *The New York Sun*, the *Denver Post*, the *Weekly Standard*, the *Washington Times*, *The Seattle Times*, *The Raleigh News & Observer*, and the *Tucson Sun*.

