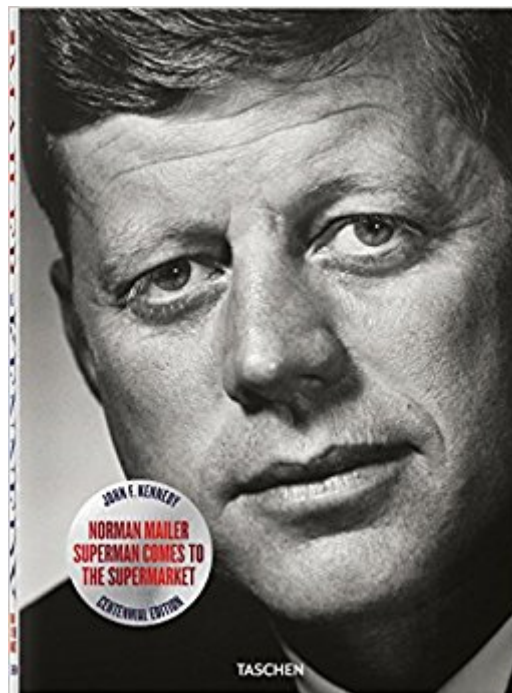




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# Norman Mailer: John F. Kennedy, Superman Comes To The Supermarket



## Synopsis

On the Verge of History An inside look into John F. Kennedy's 1960 campaign for America 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 nation's first televised presidential debate. Just days after beating out Richard Nixon by the narrowest margin in history, Kennedy himself said, "It was the TV more than anything else that turned the tide." But one man begged to differ: writer Norman Mailer, who bragged that his pro-Kennedy treatise, "Superman Comes to the Supermarket," had won the election for Kennedy. The article, published in Esquire magazine just weeks before polls opened, redefined political reporting with Mailer's frank, first-person voice identifying Kennedy as the "existential hero" who could awaken the nation from its postwar slumber and conformist Eisenhower years. Both Kennedy and New Journalism had arrived. To commemorate the centennial of Kennedy's birth, TASCHEN presents this no-holds-barred portrait of Kennedy on his path to the White House alongside 300 photographs that bring the campaign and the candidate's family to life. With featured photojournalists including such illustrious talents as Cornell Capa, Henri Dauman, Jacques Lowe, Arnold Newman, Lawrence Schiller, Paul Schutzer, Stanley Tretick, Hank Walker, and Garry Winogrand, this is a fascinating visual and literary record of the man who would lead America into the 1960s.

## Book Information

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## Customer Reviews

Norman Mailer (1923–2007) was one of the 20th century's greatest and most influential writers, as well as one of America's most renowned and controversial literary figures. The best-selling author of a dozen novels and 20 works of nonfiction, he also wrote stage plays, screenplays, television miniseries, hundreds of essays, two books of poetry, and a collection of short stories. A two-time Pulitzer Prize winner, he lived in Brooklyn, New York, and Provincetown, Massachusetts. Nina Wiener studied literature and art history at Vassar College in New York before falling in love with making books. Since 2002 she has edited dozens of titles for TASCHEN, including Walton Ford's Pancha Tantra, Norman Mailer's MoonFire, and Lawrence Schiller's Marilyn & Me. J. Michael Lennon is Emeritus Professor of English at Wilkes University and the late Norman Mailer's archivist and authorized biographer. He is the author of the authorized biography Norman Mailer: A Double Life (2013) and editor of Selected Letters of Norman Mailer (2014).

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'.

Excellent book with a very interesting piece by Norman Mailer at its core. Well produced with many memorable photographs by a lot of great photographers on high quality paper. A bargain at its price.

Another MASTERPIECE from Taschen. Splendid in every way.

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

Good book

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