



Selling Ronald Reagan

Gerard DeGroot

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How did Ronald Reagan go from being a Hollywood actor to one of the most formidable campaigners in American history? Before 1966, the idea of Reagan in politics provoked widespread scorn. To most people, he seemed a has-been actor, a right-wing extremist and a 'dunce'. Journalists therefore ridiculed his aspirations to be governor of California. No one, however, doubted his incredible ability to communicate with a crowd. In order to succeed in his campaign, Reagan had to be packaged as an outsider – an antidote to politics as usual. A highly sophisticated team of marketers and ad-men turned the scary right-winger into a harmless moderate who could attract supporters from across the political spectrum. Researchers meanwhile provided the coaching that allowed Reagan to seem well-informed – all of which led to Reagan winning the California governorship by a landslide. Gerard DeGroot here explores how, in the decade of consumerism, Reagan was marketed as a product. While there is no doubting his natural abilities as a campaigner, Reagan won in 1966 because his team of advisers understood how to sell their candidate, and he, wisely, allowed himself to be sold. *Selling Ronald Reagan* tells the story of Reagan's first election, when the nature of campaigning was forever altered and a titan of modern American history emerged.

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