

## The Afterlife of John Fitzgerald Kennedy

In his new book, Michael J. Hogan, a leading historian of the American presidency, offers a new perspective on John F. Kennedy, as seen not from his life and times but from his afterlife in American memory. *The Afterlife of John Fitzgerald Kennedy* considers how Kennedy constructed a popular image of himself, in effect, a brand, as he played the part of president on the White House stage. The cultural trauma brought on by his assassination further burnished that image and began the process of transporting Kennedy from history to memory. Hogan shows how Jacqueline Kennedy, as the chief guardian of her husband's memory, devoted herself to embedding the image of the slain president in the collective memory of the nation, evident in the many physical and literary monuments dedicated to his memory. Regardless of critics, most Americans continue to see Kennedy as his wife wanted him remembered: the charming war hero, the loving husband and father, and the peacemaker and progressive leader who inspired confidence and hope in the American people.

Michael J. Hogan is Distinguished Professor of History at the University of Illinois, Springfield, and Emeritus Professor of History at Ohio State University. Past president of the Society for Historians of American Foreign Relations, Hogan served for fifteen years as editor of *Diplomatic History*, the journal of record for scholars of American foreign relations and national security studies. He is the author and editor of ten books, notably his prize-winning history *The Marshall Plan: America, Britain and the Reconstruction of Western Europe, 1947–1952* (Cambridge University Press, 1987) and *A Cross of Iron: Harry S. Truman and the Origins of the National Security State, 1945–1954* (Cambridge University Press, 1998), his book on the origins of the national security state. He has written numerous essays and articles in leading professional journals, including *The American Historical Review* and *The Journal of American History*.

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The Afterlife of  
John Fitzgerald Kennedy  
*A Biography*

MICHAEL J. HOGAN  
*University of Illinois, Springfield*  
*The Ohio State University, Emeritus*



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*To My Granddaughters, with Love*

*Cameron*

*Marley*

*Madigan*

*Jessica*

*Ella*

*Reese*

*Brady*

*Joie*

*Lillian*

✿

*Eleanor*

Trí na chéile a thógtar na cáisléain  
In our togetherness, castles are built  
(Irish Proverb)

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to the occasion, but if so, it is due in no small part to the guidance of scholars far more able than I.

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## Abbreviations

AMSP	Arthur M. Schlesinger Jr. Personal Papers, JFK Library
CHPP	Chet Huntley Personal Papers, JFK Library
DFPP	David F. Powers Personal Papers, JFK Library
FPK	Historical Studies Division, Historical Office, Bureau of Public Affairs, Department of State, <i>The Funeral of President Kennedy and United States Government Actions, November 22–25, 1963</i> . Research Project no. 662, March 1967, DOS Record Number 1191001710094, Record Series Lot 71D411, S/S Files, National Archives II, College Park, MD
JBKOPP	Jacqueline Bouvier Kennedy Onassis Personal Papers, JFK Library
JFKPOF	Papers of John F. Kennedy, Presidential Papers, President's Office Files, JFK Library
JFKWHP	Papers of John F. Kennedy, Presidential Papers, White House Photographs, JFK Library
JFKWHSF	Papers of John F. Kennedy, Presidential Papers, White House Social Files, JFK Library
OHC	Oral History Collection, JFK Library
RFKPS	Robert F. Kennedy Papers, Senate Papers, Series: Correspondence: Personal File, 1964–1968, JFK Library
RSSPP	R. Sargent Shriver Personal Papers, JFK Library
THWPP	Theodore H. White Personal Papers, JFK Library
WWPP	William Walton Personal Papers, JFK Library