

## Contents

<i>List of Illustrations</i>	page xi
<i>Preface</i>	xiii
Introduction	i
PART ONE FROM THE AMERICAN CENTURY TO THE COLD WAR, 1941–1946	
1 Henry Luce and China: Prelude to an American Crusade	9
2 Learning to Market Chiang’s China	32
3 Bitter Victory	49
4 China on the Brink: What Role for America?	63
PART TWO LUCE AND THE “LOSS” OF CHINA, 1947–1951	
5 Cold War Strategy: Allies and Enemies in the Battle for China	79
6 Losing China: The Hunt for Culprits Intensifies	97
7 Anti-Communist Allies in Asia: MacArthur and Rhee	112
8 McCarthy and Korea: New Crises and Opportunities	125
9 The Campaign for a Wider War in Asia	140
10 Electing Eisenhower While Fighting McCarthy	156
PART THREE TIME INC., EISENHOWER, AND ASIAN POLICY, 1952–1959	
11 Unwelcome Moderation: Eisenhower’s Caution in East Asia	173
12 Keeping the Pressure on Mao and Ho	190

PART FOUR	
<i>TIME, LUCE, AND THE LOOMING DISASTER</i>	
IN VIETNAM, 1960–1967	
13	Time Inc. and Nation-Making in Vietnam: From Kennedy to Johnson 209
14	A Troubled Crusade in Vietnam 226
15	The Final Years of the Crusade in East Asia 239
	<i>Archival Sources</i> 255
	<i>Abbreviations</i> 259
	<i>Notes</i> 261
	<i>Index</i> 327