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.

The Afterlife of John Fitzgerald Kennedy

A Biography

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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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Abbreviations

AMSPP      Arthur M. Schlesinger Jr. Personal Papers, JFK Library
CHPP       Chet Huntley Personal Papers, JFK Library
DFPPP      David F. Powers Personal Papers, JFK Library
FKK        Historical Studies Division, Historical Office, Bureau
           of Public Affairs, Department of State, The Funeral of
           President Kennedy and United States Government Actions,
           November 22–25, 1963. 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: Corre-
RSSPP      R. Sargent Shriver Personal Papers, JFK Library
THWPP      Theodore H. White Personal Papers, JFK Library
WWPP       William Walton Personal Papers, JFK Library