Norman Mailer: JFK, Superman Comes To The Supermarket
A time for greatness
Norman Mailer’s game-changing coverage of John F. Kennedy’s
presidential campaign

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.

Whether or not that was the case, the article, published in Esquire magazine just weeks before polls opened, did redefine political reporting and New Journalism 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.

Now, TASCHEN reimagines this no-holds-barred portrait of one of America’s most revered presidents on his path to the White House, publishing Mailer’s essay in book form with over 300 photographs that bring the campaign and the candidate’s family to life. These images were captured by some of the great photojournalists of the day—Cornell Capa, Jacques Lowe, Paul Schutzer, Stanley Tretick, Hank Walker—and appear in this volume alongside many never-before-published photos by Garry Winogrand and Burton Berinsky, providing a fascinating look at the man who declared the 1960s a time for greatness.

Book Information

Hardcover: 370 pages
Publisher: Taschen America (December 5, 2014)
Language: English
ISBN-10: 3836550334
Product Dimensions: 12.5 x 2.8 x 18 inches
Shipping Weight: 10.1 pounds (View shipping rates and policies)
Average Customer Review: 5.0 out of 5 stars See all reviews (4 customer reviews)
Best Sellers Rank: #1,123,590 in Books (See Top 100 in Books) #97 in Books > Arts & Photography > Photography & Video > Lifestyle & Events > Celebrations & Events #1374 in Books > Science & Math > Astronomy & Space Science > Astrophysics & Space Science #1625 in Books > Textbooks > Humanities > Visual Arts > Photography
**Customer Reviews**

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'.

Another MASTERPIECE from Taschen. Splendid in every way.

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

Good book

*Download to continue reading...*