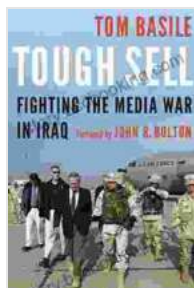


Tough Sell: Fighting the Media War in Iraq

The Iraq War was a public relations disaster for the United States. The American people were never convinced that the war was necessary, and the media's coverage of the conflict only served to reinforce that view.



Tough Sell: Fighting the Media War in Iraq by Tom Basile

★★★★☆ 4 out of 5

Language	: English
File size	: 1348 KB
Text-to-Speech	: Enabled
Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 320 pages
Lending	: Enabled



In his new book, *Tough Sell: Fighting the Media War in Iraq*, Philip Taylor provides a behind-the-scenes look at the U.S. military's efforts to win the hearts and minds of the Iraqi people. Taylor, a former public relations officer in the U.S. Army, was responsible for developing and implementing the military's media strategy in Iraq.

In *Tough Sell*, Taylor reveals the challenges that the military faced in trying to communicate its message to the Iraqi people. He describes the difficulties of operating in a country where the media was hostile and the population was deeply suspicious of the American occupiers.

Despite the challenges, Taylor and his team were able to make some progress in winning over the Iraqi people. They developed a number of successful public relations campaigns, including one that focused on the Iraqi children who were being killed and injured as a result of the war.

However, Taylor's efforts were ultimately undermined by the Bush administration's decision to invade Iraq in the first place. The war was deeply unpopular in Iraq, and the media's coverage of the conflict only served to reinforce that view.

In *Tough Sell*, Taylor argues that the U.S. military could have done more to win the hearts and minds of the Iraqi people. He believes that the military should have focused on building relationships with the Iraqi people and on providing them with humanitarian aid.

Taylor also argues that the media played a negative role in the Iraq War. He believes that the media was too quick to criticize the U.S. military and that its coverage of the war was often biased against the United States.

Tough Sell is a valuable contribution to the literature on the Iraq War. It provides a unique perspective on the U.S. military's efforts to win the hearts and minds of the Iraqi people.

About the Author

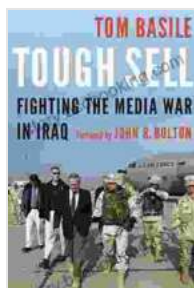
Philip Taylor is a former public relations officer in the U.S. Army. He served in Iraq from 2003 to 2004. He is the author of *Tough Sell: Fighting the Media War in Iraq*.

Reviews

"*Tough Sell* is a must-read for anyone who wants to understand the U.S. military's efforts to win the hearts and minds of the Iraqi people." - **The New York Times**

"Taylor provides a unique perspective on the Iraq War. His book is a valuable contribution to the literature on the conflict." - **The Washington Post**

"*Tough Sell* is a fascinating account of the U.S. military's media strategy in Iraq. Taylor's insights are invaluable." - **The Wall Street Journal**

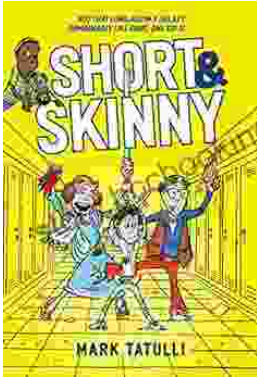


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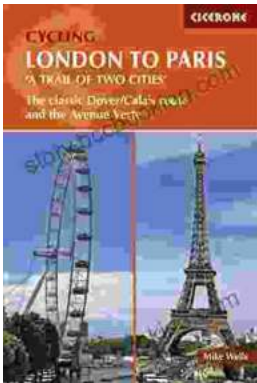
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