"A Matter of Character is a breath of fresh air in a time when Democrat organizations and several Hollywood celebrities will say anything—however untrue—to tear down our president. Don’t miss the opportunity to hear why the president’s critics have it all wrong."
—Ken Mehlman, National Campaign Manager, Bush/Cheney 2004

"Ronald Kessler’s brilliant portrait of the White House years of George W. Bush is the gold standard by which all future biographies of this decent and principled president will be measured."
—Ed Klein, author of The Kennedy Curse and former editor in chief of The New York Times Magazine

Honesty. Integrity. Clarity of purpose. These are the qualities that carried George W. Bush to a decisive victory in 2004, and these are the qualities journalist Ronald Kessler discovered while investigating a president who is so scrutinized—and so criticized—at home and around the world. Kessler’s unparalleled behind-the-scenes account of the Bush White House is a New York Times bestseller and now includes an epilogue about the role of character in the 2004 campaign.

After digging deeply into the inner sanctum of the White House and Bush’s personal life, Kessler discovered that most of what people think they know about Bush simply isn’t true. For instance, that he’s not very smart. That he’s narrow-minded about his Christian faith and his conservative beliefs. That he lets other people make the big decisions for him. All myths—driven mainly by biased reporting in the media.

Kessler was granted extraordinary access to the administration and its key players, including Colin Powell, Donald Rumsfeld, Andrew Card, Karl Rove, Condoleezza Rice, and many others. He discovered how Bush acts when the television cameras leave: honest to a fault, open to new ideas, grounded with common people, and powerful without pretense. He reveals how America’s first M.B.A. president negotiates challenges such as terrorism, the economy, and education reform.

In the end, the 2004 election came down to a matter of character. Ronald Kessler shows why the majority of Americans made the right choice.

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