
WAR HAS CHANGED ZELENSKY - BUT NOW IS THE TIME FOR HIM TO TRANSFORM AGAIN

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10.04.2025

BBC News (10 April 2025)

James Waterhouse

"The best salesman in history." This was what Donald Trump once called Volodymyr Zelensky because of the amount of aid the US has given Ukraine.

Whether or not a fair comparison, Zelensky's role in keeping his country in the spotlight and convincing allies to invest has certainly been crucial for Ukraine's fight.

His transformation from prime-time comedian to wartime president has long been cast - it dates back to 2022 when he decided to remain in Kyiv as Russian troops closed in. That decision meant Ukraine would go on to defend itself to this day.

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