

book too full of tiny details to be of much interest. Specialists on noneconomic aspects of the Soviet Union, such as political scientists, historians, or sociologists, will also gain little from this work if they are already acquainted with the English-language literature. The book seems to be written primarily for the German reader just starting study of the Soviet economy who wishes a broad overview of the development of the Soviet financial system and who has a good deal of patience.

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MARKETING IN THE SOVIET UNION. By *Thomas V. Greer*. New York, Washington, London: Praeger Publishers, 1973. xi, 189 pp. \$15.00.

ADVERTISING AND SOCIALISM: THE NATURE AND EXTENT OF CONSUMER ADVERTISING IN THE SOVIET UNION, POLAND, HUNGARY AND YUGOSLAVIA. By *Philip Hanson*. White Plains, N.Y.: International Arts and Sciences Press, 1974. x, 171 pp. \$15.00.

The partial shift in the composition of Western scholarship dealing with the Soviet Union in the last decade appropriately reflects the changing nature of concerns within the Soviet Union as well as of our own agenda in the West. In the forties and fifties, pollution was hardly a topic of interest, given our concern about how fast the Soviet growth machine was closing in on the capitalist countries. Certainly, the measurement of the large aggregate increases in the Soviet Union outweighed concerns about efficiency or the quality of life. Both of these books add to the growing literature representative of the new direction of Western research, although the contribution each makes to our knowledge is quite different.

Greer's book covers a wide range of subject areas including retail trade, transportation, pricing, product assortments and quality, and advertising. Relying heavily on the Soviet press, Greer has gathered together a good deal of material under the marketing umbrella. However, the book could have been more effectively executed. For example, there is no overall analytical framework to focus the reader's attention. Chapter 3, "The Soviet People," seems totally out of place sandwiched between "Retail Trade" and "Advertising and Communications." "The Soviet People" should have been chapter 1, although it would have required skillful surgery to relate the topic to marketing.

Although Greer has certainly done a great deal of work, one could hope for more discrimination in the inclusion of materials. While useful and often revealing, Soviet newspaper articles, because of their highly anecdotal nature, have to be carefully weighed for meaning and real import. Greer's book will not add very much to the well-read Soviet scholar's knowledge of the Soviet economy. It is not as thoughtful as Goldman's book on the subject or Hanson's *The Consumer in the Soviet Economy*, which treats several of the same areas. It does, however, update our knowledge of these subjects.

Hanson's book is particularly welcome. It describes and analyzes consumer advertising in the Soviet Union, Poland, Hungary, and Yugoslavia. One of the basic distinctions he makes in treating the subject is between the role and extent of advertising in the relatively market-oriented Hungarian and Yugoslav economies and the more rigid Soviet and Polish economies. We are given a comprehensive overview of both the demand and supply factors entering into the level and com-

position of advertising. In appropriate places, United Kingdom data are introduced for comparative purposes. Although Hanson is treading on some pretty thin ice here, the comparison is handled cautiously and creatively.

It is unfortunate, however, that about half of the book is devoted to the Soviet situation. We have a fairly rich picture of the Soviet case, and the space devoted to Hungary and Yugoslavia is simply not sufficient, given the greater role advertising appears to play under market socialism. However, the East European material is based in large measure on interviews with marketing personnel in Hungary, Yugoslavia, and Poland. Thus, this material is quite fresh. In short, Hanson's book is well worth an evening's reading.

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THE SOVIET FOREIGN TRADE MONOPOLY: INSTITUTIONS AND LAWS. By *John Quigley*. Columbus: Ohio State University Press, 1974. ix, 256 pp. \$15.00.

The past half-dozen years have witnessed the publication of a number of books and articles on the external relations of the Soviet foreign trade system, but until the publication of Professor Quigley's book, there has been no serious study available on the subject of the internal legal and administrative aspects of the monopoly. The book thus fills a gap in the current literature and should be of interest not only to scholars, but also to lawyers and businessmen who engage in business dealings with the Soviets.

The book analyzes the Soviet foreign trade monopoly both historically and functionally. The first two chapters deal with the birth and development of the monopoly and include an account of the high-level debate which went on in 1922 over whether the monopoly, created in 1918, should continue—a debate which found Lenin and Stalin on opposite sides. The middle three chapters are devoted to a detailed functional analysis of the Ministry of Foreign Trade and its combines and of the legal and administrative relationships between the various Soviet institutions involved in export and import operations. Of practical interest to those involved in East-West trade is the explanation of the procedures required on the Soviet side in import transactions, for the relationships between the Soviet institutions are much more complex than for an export transaction. Quigley's discussion of the complexity of legal relationships among the Soviet institutions involved helps to explain why negotiations with import combines are so often painfully protracted.

The final chapter is devoted to an analysis of what Quigley sees as the major drawbacks of the monopoly as it operates today—"excessive centralization" and "harmful separation of the foreign trade function from the production function"—and to an examination of possible solutions to these drawbacks. Seeking inspiration from institutional reforms already carried out in some other Soviet bloc countries, Quigley advocates granting foreign trade combines greater autonomy from the Ministry of Foreign Trade as a primary method of decentralization. A number of suggestions are made on how to integrate foreign trade and production functions, including strengthening contractual relationships between combine and enterprise; personnel exchanges between the two; reorganization of the combine into a joint-stock company, with the stock held by the enterprise; and transformation of the combine into a legal subsidiary of the enterprise or group of enterprises.