

YUGOSLAV ECONOMIC DEVELOPMENT AND POLITICAL CHANGE: THE RELATIONSHIP BETWEEN ECONOMIC MANAGERS AND POLICY-MAKING ELITES. By *Richard P. Farkas*. New York: Praeger Publishers, 1975. xii, 133 pp. \$13.50.

In this penetrating essay, Richard Farkas focuses upon enterprise "*direktors*" as a key to understanding the interrelationships between the political and economic systems in Yugoslavia. He begins by describing the role of the *direktor* in industrial relations within the firm and by describing the channels that business interests utilize for influencing political decision-making. The evolution of the politico-economic system is then explained in terms of ideological, organizational, and personnel changes. Finally, the implications of Yugoslavia's external economic relations for domestic policy are considered. Farkas's basic thesis is that, while a continuing tension exists between the political and economic sectors in Yugoslavia, the business elites, applying pragmatic economic criteria, have become most influential in the myriad micro-politicoeconomic decisions that shape everyday life. This trend is strongly supported, in turn, by the developmental requisites of managerial efficiency and technological sophistication and by the decision to integrate fully into the world-wide pattern of specialization.

On the theoretical plane, the analysis underscores the shortcomings of the common practice of viewing political or economic phenomena in isolation from each other, and makes a strong case for paying much more attention to the "micro" level of political and economic events because of their cumulative impact upon Communist societies. At a time when scholars are groping for concrete applications of the generalizations derived from the "pluralist" and "developmental" approaches to Soviet studies, the theoretical perspective articulated here is most propitious. In fact, perhaps the primary weakness of this volume is its brevity. More case studies and data from Farkas's interviews might have provided a better appreciation of the interface between politics and economics in Yugoslavia and of socioeconomic development's relationship to Communist politics. In sum, Professor Farkas has produced one of the most insightful and suggestive monographs on "Yugoslavia's way," and indicates the potential for making an even greater contribution to the analysis of East European affairs.

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THE USES OF COMMUNICATION IN DECISION-MAKING: A COMPARATIVE STUDY OF YUGOSLAVIA AND THE UNITED STATES. By *Alex S. Edelstein*. New York: Praeger Publishers, 1974. xiv, 270 pp. \$18.50.

This book surveys how citizens in two Yugoslav cities (Belgrade and Ljubljana) and in Seattle, Washington utilize the media to make decisions about local and world problems. The study fits into the promising new audience research tradition, focusing on media utilization rather than media effects. It contains six sections: a methodology, a discussion of the sociocultural context, discussions of how demographic, cognitive, and media variables affect the style of decision-making, and a brief conclusion.