

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.

One caveat might be added to Quigley's prescription for improvement. While institutional reform is necessary for the Soviet foreign trade monopoly to reduce its inefficiency, institutional reform is not, by itself, sufficient to accomplish that purpose. The personnel administering the system must be receptive to and capable of improving it; otherwise, institutional reforms are useless. The foreign trade monopoly of Hungary can be used as an example. It is generally acknowledged that Hungary's system functions more efficiently than that of the other Soviet bloc nations, not only because of institutional reforms (which are to some extent present in the other systems), but also because of the high degree of professionalism of the Hungarian personnel.

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THE SOVIET ENERGY BALANCE: NATURAL GAS, OTHER FOSSIL FUELS, AND ALTERNATIVE POWER SOURCES. By *Iain F. Elliot*. Praeger Special Studies in International Economics and Development. New York: Praeger Publishers, 1974. xv, 277 pp. \$18.50.

The purpose of Mr. Elliot's book is to provide current information on Soviet energy resources with an eye to evaluating export potential. A great deal of data on reserves and output is provided in separate chapters on the main fuels—gas, coal, and oil. There are much briefer surveys on peat, oil shale, and exotic sources, and a chapter each on the electric power industry and fuel policy in general. The book, starkly recitative in approach, is not in any way problem-oriented or shaped by the analytical tools of related disciplines—whether engineering, geology, economics, or geography. Elliot's book is perhaps best described as an up-to-date version of a 1961 work on Soviet fuel resources by J. A. Hodgkins, *Soviet Power: Energy Resources, Production and Potential*.

As a collection of data and a survey of major themes, this will be a useful handbook for anyone wanting a quick introduction to Soviet energy resources. With very minor exceptions the assertions and data are reliable, though this is partly because Elliot seldom ventures into evaluation or detailed interpretation. Indeed, it gives an impression of straightforward simplicity in Soviet fuel and energy policy that is somewhat misleading. Policy toward the individual fuel industries (and Soviet fuel policy as a whole) involves complexities and controversies which are simply ignored here. The Soviet "energy balance" is dealt with mainly in the sense of the composition of output, with little attention given to the consumption side, the various transformation processes involved, or to policy and planning. For information on these matters, the reader will soon want to move beyond this book to other sources.

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