

Kingdom, and a few continental sources for statistical evidence and evaluative analysis. Their judgments are untendentiously—even diffidently—conveyed. Technical discussions applying economic theory to particular issues are placed in separate appendixes. The book is thus useful for all who have had an introductory economics course.

The book brings its analysis up to the early 1970s, with some 1972 figures included, but a second edition incorporating recent developments will soon be necessary. Despite its virtues, this present edition lacks the lucidity of a real classic and a second edition could add polish. Meanwhile the present volume should be a very serviceable centerpiece in many courses and an enlightening reference on a great many scholarly bookshelves.

HOLLAND HUNTER  
*Haverford College*

DAS SOWJETISCHE FINANZSYSTEM. By *Günter Hedtkamp*. Osteuropastudien der Hochschulen des Landes Hessen, series 1. Giessener Abhandlungen zur Agrar- und Wirtschaftsforschung des europaischen Ostens, vol. 61. Berlin: Duncker & Humblot, 1974. 218 pp. DM 46, paper.

This book is a survey of the development of the state budget, banking system, and insurance system of the Soviet Union from the prerevolutionary period to the present. Most of the book is historical, and only about 20 percent deals with the period after 1965. The volume is an outgrowth of a previously published long survey article in the *Osteuropa-Handbuch, Sowjetunion*, and the author generously admits that a great part of the work of updating and expanding this survey fell on his assistant, Norbert Penkaitis.

For the most part the book is arranged chronologically and moves step by step through the major legal changes of the Soviet financial system and the various major institutional changes. A number of tables present some of the most important data, but these are drawn from quite well known sources and the data are not in any manner reworked. There is very little economic analysis at either a macro- or micro-economic level; the author is content merely to describe the major changes of the system in a brief manner and to outline several of the most important problems the system has faced. The style is extremely dry and factual.

For whom is this book intended? The historical development and the current status of the Soviet financial system are well-plowed scholarly fields. Among the historical studies in the English language, the works of Franklyn Holzman on Soviet taxation, Raymond Powell on Soviet monetary policy, and R. W. Davies on the Soviet budgetary system come readily to mind. The book by Daniel Gallik and his collaborators at the U.S. Bureau of the Census on the Soviet financial system (which, incredibly, is not mentioned in Hedtkamp's bibliography) is a well-known study of the current situation. In the German language there are several monographs by Gertraud Menz on Soviet banking and taxation, a number of Russian monographs on the financial system which have been translated into German, and a number of monographs written in the interwar period. Hedtkamp draws on many of these (especially Davies' book) and adds little except minor details. Specialists, therefore, will find the book of little use and will probably be annoyed at the author's lack of acquaintance with a considerable body of English-language literature on the subjects with which he deals. The general reader will find the

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.

FREDERIC L. PRYOR  
Swarthmore College

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-