

book will be in demand particularly in cities where his column appears.

*When to Sell* is the most innovative of the three works and is recommended for all business collections. The Love book is a new title in an already crowded field, and as such is not recommended for any but the most complete collections, while the Metz book is good if you need an up-to-date item with popular appeal.—*Susan A. Singer, Tucson P.L., Ariz.*

## Labor

### Betten, Neil. *Catholic Activism and the Industrial Worker.*

Univ. Pr. of Florida. 1977. 191p. bibliog. index. LC 76-17280. ISBN 0-8130-0503-5. \$10.

HIST/LABOR  
The Depression changed the Catholic Church's attitude towards American labor reform from support of conservative trade unionism to criticism of capitalism and even rejection of the political and economic system. Betten's compact account, which traces these changes and sets the ideas of Catholic reformers in their social context, is best at explicating the views of leaders such as Peter Maurin and Dorothy Day and "labor priests" Charles Owen Rice and John P. Boland. Ideals and social programs are also clearly presented, but the book fails to measure how much their impact was diluted by the movement's determination to eliminate socialist and Communist influence from the unions. Moreover, the gulf between reform leaders and parish priests is mentioned but not explored, and working women get barely a glance, though the church's influence on them must have been considerable. Still, the book offers a thoughtful study of the role of Catholics in the labor movement and should provoke further investigation. Recommended for academic libraries and labor history collections.—*Mary Drake McFeely, Smith Coll. Lib., Northampton, Mass.*

### Gyllenhammar, Pehr G. *People at Work.*

Addison-Wesley. May 1977. 144p. illus. ISBN 0-201-02499-3. \$8.95.

LABOR  
Gyllenhammar, president of Volvo and one of the most far-sighted members of the international business establishment, attempts to present a solution to the growing crisis of work. He shows his theory in action with descriptions of Volvo's unorthodox factories at Kalmar and Torslanda in Sweden and presents his "philosophy" of the corporation. There is tension between his professed magnanimity in the promotion of job enrichment and his constant reminder that such reforms result in higher labor productivity and thus higher profits. And while he can acknowledge both widespread worker alienation and the increasing obsolescence of industrial labor, he cannot imagine that the solution might be a drastic reduction in work rather than its reorganization. Such innovations as eliminating the assembly line, rotating jobs, and dispersing authority have faced resistance in the U.S.;

but there are signs this is changing—thus making this a book worthy of wide readership.—*Philip Mattera, "Library Journal"*

### Levitan, Sar A. & Robert Taggart. *Jobs for the Disabled.*

Johns Hopkins. 1977. 129p. index. LC 76-49910. ISBN 0-8018-1925-3. \$9; pap. ISBN 0-8018-1926-1. \$3.50.

LABOR  
Vocational rehabilitation has developed into a major national commitment, but the basic issues and policy options have gone largely unexamined up to now. This short but meaty book goes a long way in making up for this deficiency. Despite the obvious overlap between vocational rehabilitation and manpower programs, the authors find that for the most part the two have run on separate tracks and have resolved similar problems in very different ways. Vocational rehabilitation programs have paid little attention to changing labor market conditions; and with rapidly rising costs and growing demands for proofs of effectiveness, such programs must, according to Levitan and Taggart, shift their emphasis and achieve greater consistency with manpower efforts. This book, with its refreshingly new view of an old and persistent problem, is highly recommended for specialists in human development, manpower, and government policy.—*Harry Frummerman, Dept. of Economics, Hunter Coll., CUNY*

### Spencer, Charles. *Blue Collar: an internal examination of the workplace.*

Lakeside Charter Bks., Box 7651, Chicago, Ill. 60680. 1977. 242p. LC 76-50937. ISBN 0-918206-01-4. pap. \$4.95.

LABOR  
Spencer has worked at Republic Steel's South Chicago plant for 25 years. And he's angry. He is angry not only at the treatment blue-collar workers have historically received, but also at the distorted way in which the media and the academic world are displaying them now that they are an "in" topic. Unlike these outsiders, Spencer's experience enables him to explain the importance of the constant warfare and everyday frustrations at the point of production. With the eye of a veteran shop steward, he presents concrete cases of that usually vague term "local issues." Grievances involving safety, promotions, job security, etc. must go through a long and torturous machinery which Spencer feels does more to keep the system going than to render justice. This is an important book. I only question Spencer's rigid identification of what he describes with blue-collar work. Many white-collar workers, even in libraries, face similar conditions. Recommended for wide purchase.—*Ken Nash, Queens Borough P.L., New York*

### Workers and Workplaces in Revolutionary China.

Internat. Arts & Sciences. (China Book Project: Translation & Commentary). 1977. 403p. ed. & intro. by Stephen Andors. LC 76-53710. ISBN 0-87332-094-8. \$16.

POL SCI/LABOR  
This volume reproduces translations of recent Chinese writings about urban labor-management conditions both before and since 1949. Once one works

past the ritual condemnation of "blood-sucking foreign bosses" and "ferocious class persecution" there is a variety of socioeconomic information on pre-1949 conditions. This is particularly true of the reminiscences of former workers excerpted from a Chinese-language history of the Nanyang Brothers Tobacco Company. The materials on the post-1949 years emphasize what Andors calls a "revolutionary vision" of enterprise operation that can avoid the strife and inefficiency found in Western as well as Soviet and East European industry. This volume invites unwary readers to assume that the doctrines of Maoist management theorists have decisively reshaped Chinese organizational reality. But, as the Shanghai stevedores remind us: "the leadership . . . always talks about relying on the masses, but the masses are forgotten when work is carried out." Given the likelihood of major gaps between theory and practice, it would seem that a balanced evaluation of Chinese factory life must draw on systematic empirical study as well as the abstract views which predominate in the present volume.—*Thomas G. Rawski, Dept. of Political Economy, Univ. of Toronto, Canada*

## communications

### Merrill, John Calhoun. *Existential Journalism.*

Hastings House. (Humanities Studies in the Communication Arts). 1977. 158p. bibliog. index. LC 76-28806. ISBN 0-8038-1298-5. \$9.50; ISBN 0-8038-1929-3. \$4.95.

COMM  
As journalism becomes increasingly standardized and molded into a corporate product, Merrill hopes he can encourage a few courageous journalists to uphold an existential attitude toward reporting. An existential journalist, says Merrill, champions personal involvement with his stories, is committed to using his own feelings to help define the scope of an assignment, is not a mere "transmitting machine." A journalism professor, Merrill castigates professional schools, newspaper editors, and practicing journalists whose narrow-minded concern for objective reporting elevates wire-service reporting into a rigid ideal. Merrill's taste for abstract dichotomies (existential/rational, aloof/involved), and brief excerpts from philosophers that amount to existential sloganeering weaken his case for an extreme libertarian journalism. His timely and quite perceptive criticisms of current journalistic trends would have benefited from more concrete examples and less existential theory.—*Daniel Levinson, "Newton Times," Mass.*

### Phelan, John M. *Mediaworld: the politics of mass culture.*

Continuum; Seabury. May 1977. 160p. LC 76-56780. ISBN 0-8164-9317-0. \$8.95.

COMM  
Phelan's discourse centers on the belief that "the mass media are predominantly marketing, rather than informational, media"; but that is hardly a revolutionary discovery. Similarly, while no one can argue with the au-