

COMMUNICATIONS

Carlson, Matt. On the Condition of Anonymity: Unnamed Sources and the Battle for Journalism. Univ. of Illinois. (History of Communication). Apr. 2011. c.216p. index. ISBN 9780252035999. \$45. **COMM**

Anonymous sources have always been a staple of American journalism, and the relationship among unnamed sources, reporters, and audiences is complex. Carlson (communication, St. Louis Univ.) argues that anonymous sources have contributed to journalism's greatest coups (think Watergate) and biggest failures, including weapons of mass destruction in Iraq. He claims journalism, embedded in the culture, is culturally constructed and cannot be completely autonomous or objective. After introducing this problem, he devotes five chapters to examining prewar reporting of the *New York Times* and *Washington Post* on Iraq, *60 Minutes* and the National Guard service of President Bush, *Newsweek* and the 2005 Koran abuse story, Deep Throat and Watergate, and the Valerie Plame leak. In conclusion, Carlson suggests guiding principles for unnamed-sourcing practices.

VERDICT Carlson raises important issues related to sources and to the structural forces currently challenging the meaning of journalism in today's multimedia world. The academic prose will be a barrier for some readers, but the timely topic should be of interest to practicing journalists and scholars.—**Judy Solberg, Seattle Univ. Lib.**

Hart, Jack. Storycraft: The Complete Guide to Writing Narrative Nonfiction. Univ. of Chicago. Jul. 2011. c.248p. bibliog. index. ISBN 9780226318141. \$25. **COMM**

In his latest book, Hart (*A Writer's Coach: The Complete Guide to Writing Strategies That Work*) focuses on narrative nonfiction, a genre he got to know well during his career as managing editor of the *Oregonian*. Each chapter covers different aspects of narrative storytelling for burgeoning writers who want to hone their technique and find their voice. Hart provides excerpts and diagrams to help writers execute scene, character, and action. The chapter devoted to structure is particularly helpful. As in Hart's first book, most of the examples are drawn from his experiences collaborating with successful writers. He also discusses distinctions among different forms of narrative and ethical dilemmas faced by creative nonfiction writers. **VERDICT** This much-needed book fills a niche, particularly as it also covers the editor's perspective. Beginning and advanced writers, particularly journalists, will find useful tips on how to make their writing resonate with readers.—**Karen McCoy, Fort Lewis Coll. Lib., Durango, CO**

ECONOMICS

Coyle, Diane. The Economics of Enough: How To Run the Economy As If the Future Matters. Princeton Univ. Mar. 2011. c.336p. photogs. bibliog. index. ISBN 9780691145181. \$24.95. **BUS**

Noted economist Coyle (Univ. of Manchester; *Sex, Drugs & Economics: An Unconventional Introduction to Economics*) analyzes current governmental policymaking, business practices, and societal trends to examine the world that future generations will inherit. Societies in the industrialized world may face a future plagued by high tax burdens relating to public health care and pension costs generated by an aging population with low birthrates. Diminishing natural resources and climate change will also be factors with which to contend. The nine chapters examine possible solutions, such as productivity gains from information and communication technologies, restructuring by societies, and savings by individuals. Coyle also advocates new measurements beyond gross domestic product that account for intangible items. Coverage of topics like management of state pension funds seems especially timely.

VERDICT Designed for readers well versed in economics, this book offers an in-depth economic analysis that often supports arguments with philosophical and sociological theories. Because of its complexity, it is recommended solely for academic collections.—**Caroline Geck, MLS, Newark, NJ**

Levin, Martin P. All I Know About Management I Learned from My Dog. Skyhorse, dist. by Norton. Apr. 2011. c.128p. photogs. ISBN 9781616083243. \$19.95. **BUS**

This is a business parable centered around the adoption and care of a golden retriever named Angel. After his wife's death, Levin, who worked in book publishing and law, adopted a 12-year-old dog from the ASPCA and spent the next two years rehabilitating it from a scared animal into a happy companion. Along the way, he realizes the methods used in helping his dog correlated to those in managing and rehabilitating businesses. Levin reduces his methodology to four main rules covering the relationship of trust and leadership, how to communicate, the importance of problem solving and decision making, and the value of perseverance. The chapters fluctuate between stories about Angel and anecdotes about Harry Truman, Cesar Milan, Malcolm Gladwell, and Stephen King, among others. **VERDICT** At 128 pages, the book leaves readers wanting more. The stories of Levin and Angel and business lessons aren't given proper space to develop, and the book is more of a collection of stories than a cohesive path to better management. Though aimed at business

readers, dog lovers might enjoy it more.—**John Rodzvilla, Emerson Coll., Boston**

HISTORY

Algeo, Matthew. The President Is a Sick Man: Wherein the Supposedly Virtuous Grover Cleveland Survives a Secret Surgery at Sea and Vilifies the Courageous Newspaperman Who Dared Expose the Truth. Chicago Review, dist. by IPG. May 2011. c.272p. illus. maps. bibliog. index. ISBN 9781569763506. \$24.95. **HIST**

In 1893, during his second term, President Cleveland was on a yacht trip from New York City without providing details to his cabinet, his vice president, the press, or the public. Cleveland, known for honesty, secretly had a cancerous tumor removed from his jaw. Algeo (*Harry Truman's Excellent Adventure: The True Story of a Great American Road Trip*) makes good use of primary and secondary sources to give general readers a full history of these circumstances, known to presidential and medical historians but to few others. An investigative journalist who sought to reveal the truth was vilified by the skeptical public; one of the participating physicians published the story in 1917, almost ten years after Cleveland's death. Algeo explains the reasons for Cleveland's discretion: the country was in a financial panic, vice president Adlai Stevenson opposed the President on the matter of hard money policies, and Cleveland did not want to lose the upper hand. **VERDICT** Algeo's colloquial, even punchy account fills out our understanding of a press-shy President, the day's newspaper rivalries, and the role of First Lady Frances Folsom Cleveland. Recommended for those who enjoy popular presidential histories and biographies, the history of U.S. newspaper reporting, and popular medical nonfiction.—**Frederick J. Augustyn Jr., Library of Congress**

Berenson, Edward. Heroes of Empire: Five Charismatic Men and the Conquest of Africa. Univ. of California. Mar. 2011. c.336p. illus. index. ISBN 9780520234277. \$29.95. **HIST**

From 1870 to 1914 Britain and France jostled for control of central and western Africa. The penny press of the day churned out procolonial propaganda that made heroes of the men and few women who ventured to Africa carrying out their countries' expansionist aims. Berenson (history, New York Univ.; *The Trial of Madame Caillaux*) focuses on five of these "charismatic heroes": Charles Gordon, Henry Morton Stanley, Jean-Baptiste Marchand, Pierre Savorgnan de Brazza, and Hubert Lyautey. During their lifetimes, they exerted a great deal of influence over colonial policymaking, unified the people of their home countries, and

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