

our comfort zone to expand and thrive at work. The guide is short on analysis and long on ideas and examples to help you survive in the often-claustrophobic space called “the office.” Harvard-trained psychotherapist Crowley and small-business expert Elster are published authors, educators, consultants, and seasoned guides in the area of professional fulfillment through self-awareness. —*David Siegfried*

Fishman, Charles. *The Wal-Mart Effect: How the World's Most Powerful Company Really Works—and How It's Transforming the American Economy.* Feb. 2006. 304p. index. Penguin, \$25.95 (1-59420-076-9). 381.

The “Wal-Mart effect” has become a common phrase in the vocabulary of economists and includes a broad range of effects, such as forcing local competitors out of business, driving down wages, and keeping inflation low and productivity high. On a global scale, Wal-Mart's relentless commitment to “everyday low prices” has had a massive impact on the trend toward importing from countries like China and the resultant loss of manufacturing jobs here. Because of its strict policy on secrecy, surprisingly little is known about the inside workings of the largest corporation ever in the U.S. and now the world. Although much has been written before on the legendary story of Sam Walton, Fishman finally takes us inside the carefully guarded workings of the “Wal-Mart ecosystem,” where management surrender their lives and families, working 12 hours a day, six days a week, in a near-holy quest toward the never-ending goal of lower prices. He brings to light the serious repercussions that are occurring as consumers and suppliers have become locked in an addiction to massive sales of cheaper and cheaper goods. —*David Siegfried*

Frieden, Jeffrey. *Global Capitalism: Its Fall and Rise in the Twentieth Century.* Feb. 2006. 448p. index. Norton, \$29.95 (0-393-05808-5). 337.

Frieden, an academic, traces the history of globalization from the late 1800s to the present, telling us, “Global economy and culture form a nearly seamless web in which the national boundaries are increasingly irrelevant to trade, investment, finance and other economic activity.” Globalization is a choice formed by politics and policy decisions. It is now considered the norm, a fact of life that will continue. However, the author points out that this was also true from the end of the 1800s to 1914 and the start of World War I. The foundations of preexisting global economic order disintegrated, reemerging in the 1970s but not thriving until the 1990s. International integration usually expands economic opportunities and benefits society, but global capitalism, which does not address those ill-treated by world markets (e.g., the unemployed, the poor, children and the elderly), has driven societies toward conflict and class warfare. This is an excellent, readable history of globalization with important lessons for our society today. —*Mary Whaley*

Green, James. *Death in the Haymarket: A Story of Chicago, the First Labor Movement and the Bombing That Divided Gilded Age America.* Mar. 2006. 400p. index. Pantheon, \$26.95 (0-375-42237-4). 977.3.

Green, an academic, offers a narrative history of Chicago's Haymarket bombing in 1886, the infamous trial that followed, and the hanging of subsequently determined innocent men. Chicago was then at the heart of the labor struggle for the eight-hour day, and we learn that “workers' struggles had often been met with shocking repression, and that when violence bred violence, when powerless laboring people struck back in anger, they often paid with their lives.” The Haymarket episode became a seminal moment for the American labor movement, and Green takes us inside the personal, social, and cultural elements of this tragic event. Evaluation of Haymarket includes the contention that a conservative bias against radicals, labor organizers, immigrants, and minorities was fundamental to the conflict as well as the view that execution of the anarchists saved the country from anarchy and was a moral and political victory for law and order. The author notes that after Haymarket, social peace among the various classes in Chicago was impossible, and grudges continued for decades. —*Mary Whaley*

Hanlon, Patrick. *Primal Branding: Create Zealots for Your Brand, Your Company, and Your Future.* Feb. 2006. 256p. index. Free Press, \$25 (0-684-04100-6). 658.8.

Hanlon, founder and CEO of Thinktopia Inc., has worked on such famous brands as Absolut, General Motors, UPS, Disney, and IBM. He set out to find out why people are drawn in a cultlike fashion to some brands and simply ignore others despite a barrage of advertising. The result of his quest led to a much larger question of how belief systems come to exist. Hanlon believes he has unlocked a sort of genetic code for brands, the key to which is simultaneously delivering seven brand messages to consumers. Using Apple Computer as an example, these messages are the creation story (Steve Jobs and Steve Wozniak in their parents' garages); the creed (“Think Different”); the icons (the Apple logo); the rituals (logging on); the pagans (IBM users); the sacred words (iPod, iTunes, iPhoto); and the leaders (Jobs and Wozniak). Rather than using the typical workbook format, Hanlon proves his points by example, showing how famous brands have succeeded by incorporating the elements of his primal code, which makes the reading more entertaining than instructive. —*David Siegfried*

Science

Grambo, Rebecca L. *Wolf: Legend, Enemy, Icon.* Feb. 2006. 176p. illus. index. Firefly, \$34.95 (1-55407-044-9). 599.773.

Humans have always been fascinated by wolves. These top predators' lives resemble ours in many ways, not the least of which is their sociality and reliance on an extended

family. And yet, the only real enemy of the wolf is humans. This dichotomy between reverence and revulsion, between admiration and enmity—basically, a battle between almost-equals—is explored in this lovely book from an award-winning team of author and photographer. Before humans settled down and became farmers, wolves were peers of human hunters and were made totems, shamans, and demigods of various cultures worldwide. But when these erstwhile equals began to prey on our newly domesticated livestock, they became enemies to vanquish and to ultimately destroy. Shifting effortlessly between science and myth, with sociological, anthropological, and ethological stops along the way, Grambo explores all sides of the wolf, from both lupine and human perspectives. The many illustrations, which include Daniel Cox's images of wolves in the wild, reinforce the premise of the text. —*Nancy Bent*

YA: *Wolf lovers will devour this overview; a good start for reports. NB.*

Hirshfeld, Alan. *The Electric Life of Michael Faraday.* Mar. 2006. 272p. illus. Walker, \$24 (0-8027-1470-6). 530.092.

This is the second recent biography of Michael Faraday (1791–1867), following the lengthier *A Life of Discovery*, by James Hamilton (2004). Shorter biographies are the rage these days, and Hirshfeld's efficiently explains Faraday's status as one of the most inspirational and significant figures of science. His up-by-the-bootstraps story tugs at the heartstrings, while his adherence to the experimental method engages the intellect. It is evident, too, that Hirshfeld, a physics professor and author of popular astronomy (*Parallax*, 2001), also delights in Faraday's effort to interest the public in science with the weekly demonstrations he gave for decades at London's Royal Institution. Best of all, Hirshfeld delivers concise verbal descriptions of the experiments that Faraday conducted on electricity, magnetism, and light, the body of which directly led to James Clerk Maxwell's mathematical theories unifying light and electromagnetism—and to the dynamo and radio. A vibrant portrayal that emphasizes Faraday's qualities of wonder, acuity, and diligence, which propelled him to greatness. —*Gilbert Taylor*

Levy, Bob. *Club George: The Diary of a Central Park Bird Watcher.* Mar. 2006. 384p. illus. St. Martin's, \$23.95 (0-312-34167-9). 598.

George is a red-winged blackbird, resident of a small pond in New York's Central Park. Levy was involuntarily unemployed, and Central Park became his place to seek solace. When an acquaintance introduced him to George, a particularly demanding bird that would take food from his hand, the nonbirder Levy was immediately converted. His book grew out of his increasingly lengthy notes and journal keeping. Beginning in April and ending in July, the narrative follows one breeding season around George's pond and in other areas of the park. Levy's writing style is fresh

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