

# OTHER BOOKS RECEIVED

American Advertising: A Reference Guide. *By Emelda L. Williams and Donald W. Hendon.* New York: Garland Publishing, 1988. ix + 208 pp. No price listed.

Archives of the British Chemical Industry, 1750–1914: A Handlist. *By Peter J. T. Morris and Colin A. Russell.* Faringdon, U.K.: British Society for the History of Science, 1988. xii + 273 pp. Bibliography and index. \$31.00.

Beating the Dow: A High-Return, Low-Risk Method for Investing in the Dow-Jones Industrial Stocks with as Little as \$5,000. *By Michael O'Higgins with John Downes.* New York: HarperCollins, 1991. xvi + 268 pp. \$19.95.

The Clustering of America: A Vivid Portrait of the Nation's Forty Neighborhood Types—Their Values, Lifestyles, and Eccentricities. *By Michael J. Weiss.* New York: Harper & Row (HarperCollins), 1989. xvi + 416 pp. Maps, charts, tables, appendixes, and index. \$10.95.

The Fall of the House of Hutton. *By Donna Sammons Carpenter and John Feloni.* New York: Harper & Row (HarperCollins), 1990. 322 pp. Index. \$10.95.

Japanese Direct Foreign Investments: An Annotated Bibliography. *Compiled by Karl Boger.* Westport, Conn.: Greenwood Press, 1990. viii + 221 pp. Bibliography and index. \$39.95.

Market-Driven Strategy: Processes for Creating Value. *By George S. Day.* New York: Free Press, 1990. ix + 405 pp. Charts, tables, notes, and index. \$29.95.

Pericles of Athens and the Birth of Democracy. *By Donald Kagan.* New York: Free Press, 1990. xv + 287 pp. Maps, illustrations, notes, and index. \$22.50.

1770–1870: One Hundred Years of Resistance to Underdevelopment: Latin American and Middle Eastern Industrialization and the European Challenge. *By Jean Batou.* Geneva: Librairie Droz, 1990. xvi + 575 pp. Maps, tables, English summary, notes, bibliography, and index. No price listed.

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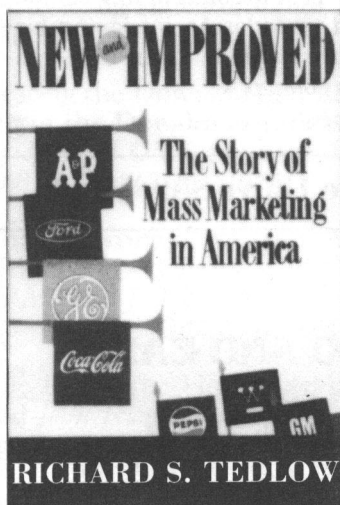
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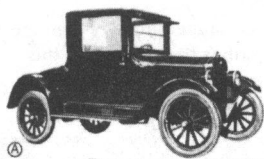
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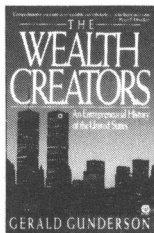
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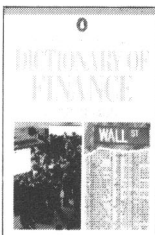
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