Most of the authors appear a bit tame and 'establishment'. There are, indeed, some fleeting mentions of the labour process school of thought (Harry Braverman, David Noble). The 1978 book by Gershuny on the emerging self-service economy receives fleeting mention, with little attention to later publications in this area. There is no explicit discussion of long waves in economic development, a fascinating and highly controversial subject.

It could be argued that such subjects do not relate directly to the central theme of this book. Nevertheless, the thought remains with me that perhaps more could have been done to liven up this thoroughly worthy textbook.

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Social Innovation and the Division of Labour *by Jonathan Gershuny* (Oxford University Press, Oxford, 1983) pp. 191, ISBN 0-19-874130-8.

This book arises from research carried out at the Science Policy Research Unit, Sussex University. The book analyses the impact of technical change on economic development. It looks at the industrial and occupational division of labour, and at the division between paid and household work. The analysis has implications for the sexual division of labour, and for discussions of the 'black' economy.

The starting point is a distinction between technical change in production technology and technical change in household consumption patterns. The latter is the main focus of the book. Households have various 'service functions', such as food, shelter, transport and entertainment. A household can satisfy its transport needs, for example, by purchasing final services in the form of trips on public transport; or it can purchase a motor car, which can then be used by members of the household to meet their transport requirements. The way in which a household chooses to satisfy a particular service function is the 'mode of provision' for that function. Systematic changes in the mode of provision are termed 'social innovation', and it is this process which provides the basis for Gershuny's analysis.

The choice between buying services directly and buying consumer durables is influenced by three factors. First, the higher the wage rate, the greater is the opportunity cost of time spent using consumer durables, and the more likely that a household will save valuable time by purchasing services directly. Secondly, goods have tended to become cheaper in relation to services, largely because of the more rapid growth in labour productivity in manufacturing compared with service industries. Thirdly, consumer durables have tended to become more productive in terms of the satisfaction which they yield to the household, because of improvements in their quality. At any given time, higher-wage households will tend to consume more direct services. Gershuny claims that over time, however, the second and third factors have outweighed the first, so that social innovation has involved a move towards the purchase of consumer durables.

He argues that the 1950s and 1960s saw a period of social innovation, during which households' transport, entertainment and domestic service needs were increasingly met through the purchase of consumer durables. This wave of social innovation was made possible by the development of the goods concerned, and also by the provision of the necessary infrastructural investment in roads, electricity supply and so on. Gershuny suggests that the economic boom of the period was based on these developments: "In short, social innovation may be seen as a sort of motor of economic development". (p.3)

Gershuny claims that the development of information technology may provide the basis for a similar wave of social innovation and economic development in the 1990s and beyond:

> This new wave would employ microprocessors and cheap information storage devices, together with a new information-transmission infrastructure combining the flexible linkages of the telephone system with the broad band-width available on cable television systems. It would consist of innovations both in the domestic, entertainment, and transport/communications functions affected by the 1950s wave, and, in addition, in education and medicine. (pp.165-6)

The tendency for innovation to occur in waves is explained by the need for infrastructural investment before social innovation can take place. This demand-centred view of technical change is more optimistic about the effect on employment, since it concentrates on the development of new markets rather than simply on job-displacement within existing sectors.

Gershuny presents a complex analysis of the impact of social innovation on the structure of industry and employment. He rejects the 'march through the sectors' model, whereby employment is said to shift from primary, through secondary, to tertiary production, as the pattern of demand moves from basic needs towards education, health services, entertainment, transport and so on. He argues that, whilst household demand for service functions does change in this way as incomes rise, the effect on the industrial structure is mediated by changes in the mode of provision, and by trends in the demand for intermediate services from industry. The impact on the employment structure is further complicated by differences in productivity growth between sectors and by the increasing division of labour within industries. Thus, the change in the structure of industry and employment cannot simply be read-off from changes in the pattern of household demand.

This is an interesting book. It dispels some of the cruder views on economic development, and it places technical change within its socio-economic context. While presenting a comprehensive theoretical framework, the book also contains a great deal of empirical evidence, so that the reader is able to assess Gershuny's arguments at each stage.

Although some passages are more difficult than others, the central arguments are presented clearly and simply, and the less statistically-minded reader is given guidance on which sections may be omitted. Overall, the book should be accessible and of interest to students of all social science disciplines.

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