be a source of sufficient benefits to make regional integration more attractive than the shared benefits on a level playing field peopled by players of very different size and capability.

The solution this book offers for the US calls for a more competitive stance by US manufacturing — with the United Auto Workers taking the lead in starting a new auto company to produce a small car. However, it would seem that GM looks for growth of this kind in Asia rather than at home. Special attention, Johnston says, must be given to Latin America to stem migration before its impact becomes intolerable. Here we come to the real weakness of the global view. The theoretical model underlying the idea that free markets should guide development calls for free movement of resources; yet there seems no prospect the people seeking to climb the economic gradient by migrating to richer countries will be allowed to do so.

All interested in the 'anti-globaloney' school of thought should read this book and the article in *The Economist* (6 February 1993) entitled "The Global Firm: R.I.P."

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A Rum State: Alcohol and State Policy in Australia, 1788-1988 *by Milton Lewis,* (Australian Government Publishing Service, Canberra, 1992), pp. 231, $24.95, ISBN: 0-644-22024-4.

Alcoholism and alcohol-related diseases ccan create major health, social, and economic problems. Accordingly, the impact of alcohol needs to be addressed in a number of arenas. Milton Lewis' *A Rum State* seeks to fill some of the void in our knowledge by looking at the role alcohol has played within Australia during the past two hundred years. He attempts to evaluate the extent of alcoholism by examining consumption patterns over time. He looks at the development of the alcohol beverage industry. He examines society's changing views with respect to drink, and the means that were developed to deal with habitual drunkness. He assesses the role of governments with respect to all facets of alcohol. This is a tall order, and herein lies the book's major flaw — it attempts to accomplish too much, and in the process, never adequately deals with any of the various topics.

Some writers in the past have suggested that the level of alcohol consumption was a function of the stage of economic development, that the more developed and the more urbanised a society, the lower the rates of consumption on a per capita basis. Similarly, prolonged periods of economic recession or depression bring about decreased rates of per capita consumption. Per capita measurements are not satisfactory, as they give no indication of structural distribution, thus an inability to pinpoint potential problem areas. Lewis recognises these issues and states from the beginning that consumption levels are a function of a number of inter-related factors, such as income levels, social attitudes, the role of the family, and the nature and extent of government control. Nonetheless, Lewis

does provide us with per capita levels of alcohol consumption for Australia and its various states (and, indeed, for Britain and the United States). He then claims that there is a correlation between consumption levels and economic activity, implying that the state of the economy is an important determinant. However, the balance of the book demonstrates that this approach is too simplistic. For example, the introduction of random breath testing caused total alcohol consumption levels to fall.

Perhaps economic factors played a greater role in influencing the supply of, than the demand for, alcohol. Colonial, state, and federal governments all actively encouraged the establishment and expansion of certain sectors of the alcohol industry. Colonial governments at an early date welcomed the establishment of breweries for two reasons. One, they were attempting to lower the high consumption level of spirits in favour of beer, which has a lower alcohol content. Two, the production of beer induced faster agricultural expansion. Similarly, later state governments, especially South Australia, subsidised, both financially and via legislation, the development and expansion of wineries, and thus agriculture. Finally, all governments enjoy financial rewards by taxing alcohol production. Unfortunately, even though governments' role has been important, I find Lewis' treatment of government involvement unsatisfactory. It is too sketchy, leaving too many questions unanswered. He presents a myriad of statistics, and some interesting comments on changes in licensing laws and other pieces of legislation affecting the alcohol industry. Yet, these chapters read like government reports, leaving me with the impression that Lewis did not feel comfortable with this topic. Fortunately, he supplies plentiful sources for the interested reader to pursue items of interest in greater detail.

Similar comments can be made about his account of the development of the alcohol industries. We learn about the number and location of the early distilleries and breweries and the problems each had to overcome. From the earliest days oversupply had to be addressed, leading to a greater degree of consolidation. Tantalising bits are offered on successful and unsuccessful takeover bids and international expansion, only to find that foreign-based companies currently control large sectors of the domestic alcohol industry. The stuff of good business history.

Where Lewis does feel very much at home are the chapters on the treatment of alcoholics. He begins by examining the succession of definitions of alcoholic (I particularly liked the quote from one 'expert' that there is no such thing as an alcoholic, rather there are individuals who drink more than the social norm). Readers may not find these chapters very enjoyable, as they represent a catalogue of nightmares, of attempts at treatment and cure which largely fail, primarily because the cause of alcoholism is unknown. Vast sums have been spent on treatment facilities (including psychiatric hospitals), rather than on prevention programmes. Here Lewis does an excellent job of illustrating how the medical profession has been able to capture the agenda by declaring that alcoholism is a disease, and thus should be curable. Lewis shows that their success rates are very low. Moreover, ironically, most medical practitioners are either unable or unwilling to recognise a patient with an alcohol-related problem until it is too late (unwilling, as patients with a drink problem usually do not cooperate, ensuring failure). Lewis also argues that the claimed success rates of voluntary therapy grups, such as Alcoholics Anonymous, must be called into doubt, as the nature of these groups prevent scientific assessment.

Perhaps the most distressing aspect of Lewis' book deals with alcohol and the Aboriginals. The destruction of their cultures has intensified alcohol-related problems in their communities. And where alcoholism receives little official attention in the general community, it receives even less in the Aboriginal.

In total the picture that Lewis presents is not a pleasant one. Even though the economic and social costs of alcoholism are great, it is not a 'glamour' problem. Accordingly, alcohol-abuse programmes, whether preventive based or treatment based, receive little attention or funds. The 'war' against illegal drugs has higher priority, in spite of the fact that they have a significantly lower impact on society. Indeed, a reduction in drug usage probably causes an increase in alcohol consumption. The alcohol-related industries are powerful. Yet, Lewis offers the suggestion that so too were the tobacco producers. Thus, if social awareness is great enough, greater efforts can be made toward reducing alcohol consumption and all its related problems.

In summary, I found *A Rum State* interesting, though at times frustrating, reading. I feel it lacks clear focus and analysis. Clearly, a tremendous effort went into its writing, and it would be nice to see some clear proposals coming out of it. Perhaps they will in time, and if so, this book will have served a useful purpose. Ultimately, it deserves a wider readership than it will probably receive.

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Television in Europe, *by Eli Noam* (Oxford University Press, New York, 1991), pp. xii + 395, 32.50, ISBN 0-19-506942-0.

This 200,000 word volume has major strengths and some significant weaknesses. The bulk of the book is devoted to a country by country account of the national history of television policy. The longest and strongest sections are on Germany, France, Britain and Italy. But Noam has separate chapters on 20 countries, including Iceland, Turkey and Israel, plus a brief chapter on eastern Europe. Inevitably, these chapters are already somewhat out of date, and it is easy to find fault with the chapter on one's own country; but overall Noam has produced the best multi-country account to date of West European television in the 1980s. He is also excellent on the early television history (and its radio roots) across western Europe.

The other great strength of Noam's book is his advocacy of what he calls open televison, by which he means the kind of multi-channel system now found in the United States. He is a militant believer in the benefits of the many channels provided especially by American cable systems. He also welcomes what he sees as a somewhat reluctant move of western Europe to follow the American lead towards more channels and less regulation. An important merit of this book is that it constitutes such a forcefully argued, if not extreme, case for the multiplication of channels in both Europe and the US.

Eli Noam is well qualified to argue his case. He heads the Institute of Tele-Information in the School of Business at Columbia University in New York City. In addition to his major expertise in the economics of telecommunications,