

The Fate of the Dollar. *Martin Mayer. Times, \$15.*

The Full Employment Alternative. *Andrew Levison. Coward, McCann & Geoghegan, \$9.95.*

Government Requirements of Small Business. *Roland J. Cole, Philip D. Tegeler. Lexington, \$17.95.*

Inflation, Interest, and Growth. *Hans Brems. Lexington, \$17.95.*

The Jury: Its Role in American Society. *Rita J. Simon. Lexington, \$18.95.*

The Last Bull Market: Wall Street in the 1960s. *Robert Sobel. Norton, \$12.95.*

Life After '80: Environmental Choices We Can Live With. *Kathleen Courrier, ed. Brick House, \$6.95.*

The Mind of Watergate: A Study of the Compromise of Integrity. *Leo Rangell, M.D. Norton, \$12.95.*

Money in Congressional Elections. *Gary C. Jacobson. Yale, \$15.* Here it is, your worst suspicion about campaigning confirmed—the most important factor in beating an incumbent congressman, Jacobson says, is raising money. Oh, looks, charm, issues, maybe a splash of integrity helps, but most of your clout comes from the purse.

Using statistical analyses of the last four congressional elections, Jacobson shows how much easier it is for incumbents to raise campaign chests. That much is no surprise. Then he goes on to demonstrate that poorly funded challengers, whatever their merits, almost never win. The occasional poorly funded incumbent can prevail, but it seldom works the other way, Jacobson says, and his argument is convincing.

Nuclear Lessons: An Examination of the Health, Safety and Economic Record of Nu-

The Political Puzzle will return next month.

clear Power. *Richard Curtis, Elizabeth Hogan, with Sheldon Horowitz. Stackpole, \$16.95.*

The Pillars of the Post: The Making of a News Empire. *Howard Bray. Norton, \$11.95.*

Regulating the Professions. *Roger D. Blair, Stephen Rubin, eds. Lexington, \$27.95.*

The Role of Medicine: Dream, Mirage, or Nemesis? *Thomas McKeown. Princeton, \$16.*

Shrinking Dollars, Vanishing Jobs. *Dick Clus-ter, Nancy Rutter, and the Staff of Dollars & Sense Magazine. Beacon, \$12.95/\$5.95.*

The State of the Presidency. *Thomas E. Cronin. Little, Brown, \$14.95.* Another scholarly book on an over-documented subject—but, surprise, it's one you can read without coming away looking like an extra from *Dawn of the Dead*. It's clear and crisp, and will not bore you—qualities so rare in writing about the presidency that they alone make the book praiseworthy.

Cronin does priceless little things for the reader, like breaking up the book into 1,000-word increments set off by clever subheads. Helping the reader along is scoffed at as a sign of weakness in academic writing, because it acknowledges the temporal realm in which the doorbell rings, the mind wanders, and sometimes you get up and get a beer. This will probably cost Cronin points among his colleagues, but makes readers thankful.


Cronin breaks the central questions of the presidency up into its paradoxes: "The Common Man Who Gives an Uncommon Performance," "The Longer He is There The Less We Like Him." His book seems to strive after nailing down the central paradox: that every president is "always too powerful and yet always inadequate." I don't think he precisely hits the explanation—which is, I believe, that presidents have very little power but spend so much time trying to seem as if they do that they generate all the negative emotions of power-wielding—but that's just taste. And he didn't have to complete the catalog by giving us self-evident paradoxes like "Active in Some Areas at Some Times but Passive in Other Areas at Other Times."

—G. E.

Taking the Fifth: The Supreme Court and the Privilege Against Self-Incrimination. *Mark Berger. Lexington, \$23.95.*

The Third Wave. *Alvin Toffler. Morrow, \$12.95.*

Wealth Addiction. *Philip Slater. Dutton, \$9.95.* (An excerpt begins on page 59 of this issue.)



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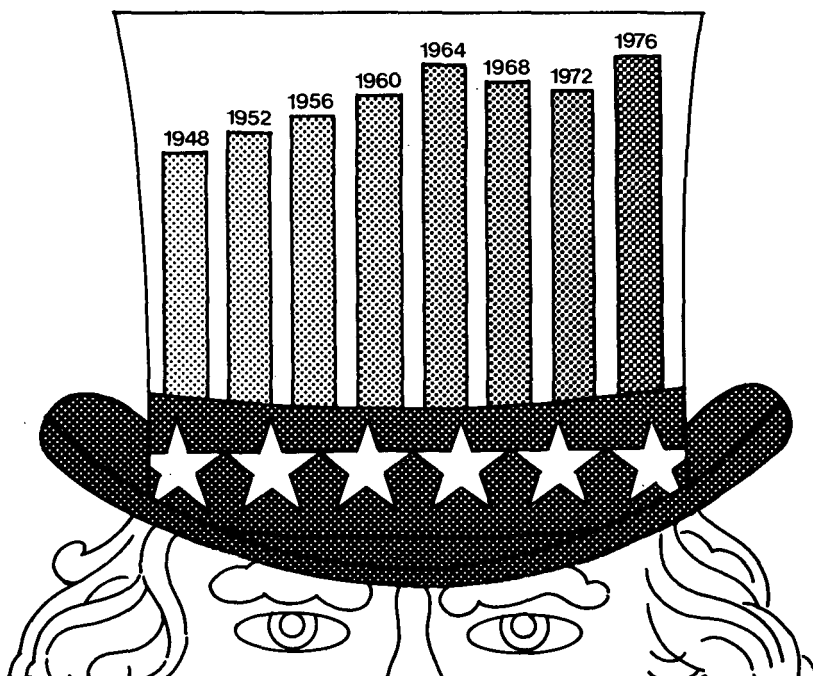
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