

out cryptic messages. "Act according to the principles laid down," he admonished. It's something of a tribute to the old fox that China went through turmoil while competing factions pretended to know what those principles were.

—Thomas N. Bethell

**The Palestinians.** Jonathon Dimbleby. *Quartet*, \$25.

**The Pulse of Politics: Electing Presidents in the Media Age.** James David Barber. Norton, \$14.95.

**Regulatory Bureaucracy: The Federal Trade Commission and Antitrust Policy.** Robert A. Katzmann. MIT, \$17.50.

**Robert Oppenheimer: Letters and Recollections.** Alice Kimball Smith, Charles Weiner, eds. Harvard, \$20.

**Street Games: Inside Stories of the Wall Street Hustle.** Alan Lechner. Harper & Row, \$8.95.

**Thirty Seconds.** Michael J. Arlen. Farrar, Straus & Giroux, \$9.95. A term that badly needs replacing is "The New Journalism," which has been so loosely used over the last ten years that it covers such disparate writers as Hunter Thompson and Gay Talese. Instead, we ought to talk about "narrative journalism," of which this book is a good example—that is,

nonfiction written with a plot, characters, dialogue, and other techniques traditionally associated with fiction.

Michael Arlen has written a narrative of the making of Bell Telephone's "Reach Out, Reach Out and Touch Someone" television ad—a great idea, and well executed too, with lots of piquant admanese talk about "concepts" and such. What it all means, beyond a lot of logistical headaches for those involved, Arlen doesn't say. The story might have been a jumping-off point for interesting speculation about the vision of America imparted by "mood" advertising, but, as is often the case in narrative journalism, the smooth spinning of the yarn leaves no room for that kind of digression.

—Nicholas Lemann

**Thy Neighbor's Wife.** Gay Talese. Doubleday, \$14.95.

**The Trial of Patrolman Thomas Shea.** Thomas Hauser. Viking, \$11.95.

**Unsettling Europe.** Jane Kramer. Random House, \$9.95.

**Whitney Father, Whitney Heiress.** W.A. Swanberg. Scribner's, \$17.50.

**Who Votes?** Raymond E. Wolfinger, Steven J. Rosenstone. Yale, \$15/\$3.95.

**Women of Crisis II: Lives of Work and Dreams.** Robert Coles, Jane Hallowell. Delacourt, \$10.95.

**The World's Greatest Real Estate Book: The One Way You Can Make a Fortune in the 80s.** Robert Stloukal. Times, \$12.95. This isn't just another financial self-help book that takes 120,000 words to say "buy low, sell high." It's one for these inflationary times, and it says "buy high, sell even higher."

Stloukal's thesis is to buy everything you can whenever you can. You'll get rich, he says, because all real estate always appreciates. Also, he contends, never put off a purchase no matter how high the interest rates. Even if the rates come down later, the price will have gone up so much you'll lose. (This works as long as you plan to turn the houses over fast.)

Financial propositions like this always make you stop to wonder. If housing goes up so fast you merely have to hold it for a while to make a profit, why does anybody ever sell?

And what is Stloukal's secret? Well, it has to do with minimizing the down payment. Stloukal will tell you how for \$12.95. Mark O. Haroldson, that bald Mormon leaning on a Mercedes in those newspaper ads, will tell you for \$10. But now that I know, I'll tell you for \$5. Just send the money. This is the free marketplace of ideas, right? So buy my secret now for \$5. Next year you can turn it over for \$6.

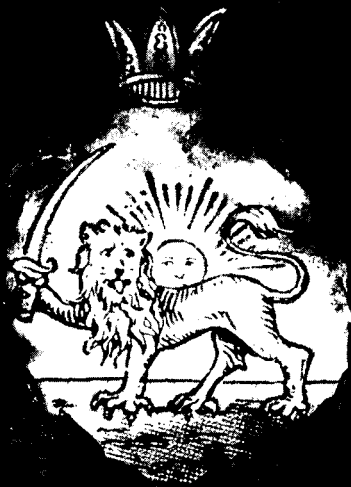
—Gregg Easterbrook

**SALE**  
on over  
**500 books**  
from  
**Columbia**  
**University Press**  
and  
**Wesleyan**  
**University Press**

Savings up to 90%.  
For FREE catalog write:  
Dept. SWM,  
Columbia University Press,  
136 South Broadway,  
Irvington, NY 10533  
(Ends 7/15/80)

# THE RISE AND FALL OF THE SHAH

by **Amin Saikal**



Combining Middle East intimacy and journalistic objectivity, Dr. Saikal, of Afghan origin, presents the most thorough account yet written of the rise and fall of the Shah. Five years in preparation, this book goes beyond the western journalistic evaluations that have flooded the world press. Based on interviews with high Iranian officials, who must remain unnamed, the author sweeps through the rhetoric of governments and the media to present a totally unbiased, fascinating account of Iran's recent volatile history. "This is a lucid explanation of complex events, assessing why Iranians are so hostile to Americans today."

—*Publishers Weekly* Illustrated, \$14.50

---

**Also Available:**

**AFGHANISTAN by Louis Dupree**

Updated 1980 Edition

"A true treasure trove from an author who has had a long and intimate acquaintance with the country." — *Foreign Affairs*  
778 pages. Illustrated, \$9.95 paper; \$30.00 cloth

at bookstores or direct from

**PRINCETON UNIVERSITY PRESS**

Princeton, N.J. 08540