

peal to the discourses of everyday life their scholarship often creates the impression of a world drifted away from that life into a never-never land where only words/texts exist, where a simply inexorable discursive power emanates from nowhere to compose the every day of decision and behavior into a narrative rich in events but with no author, no characters, and no plot other than the repeated implisions of Derridean aporias. In short, it leaves the reader with the sense that the world it describes could only exist in the mind of a theorist who lives by reading.

With the likes of Habermas, therefore, one wonders whether the only conclusion to be drawn from the evidence of history is that modernity and its University are finished, the Enlightenment project dead, and our world reduced to postmodern ruination. In spite of Readings's disclaimers about his study's scope and emphases, one wonders whether he posits a unity, "the University," that does not tend dangerously to conflate "the University" with the myriad particularities of "higher education," particularities of purpose, founding auspices, and history that in their variety potentiate possibilities for resistance to the deadening discourse of "excellence." One also wonders whether his reliance on the discourses of bottom-line sloganeering, official pronouncements, management tracts, and magazine reports does not, likewise dangerously, ignore the motives, practices, and histories that inform student and faculty life.

For all his small hopes and apocalyptic exhaustion, Readings is never less than stimulating. His critique of, and program for, the University are not only vastly superior to the diatribes of the raucously nostalgic Right, with whose position his postmodernist, Leftist stance so vividly contrasts, but are more challenging than those of liberal reformists, whose thinking fails to en-

gage the radically altered circumstances of the (post)modern world. Those unfamiliar with the arguments of and around postmodernism, especially as they inform the recent trajectory of Marxism, may find Readings tough going; but the clarity, energy, and wit of the writing will reward effort with passing observations on the academic world, a penetrating critique of cultural studies, an analysis of ambitious scope, and a jolt of strangeness as he dissects the corporatist discourse of excellence, which so many of us administrators take to be the way the world works.—*Robert Kieft, Haverford College, Haverford, Pennsylvania*

Soley, Lawrence C. *Leasing the Ivory Tower: The Corporate Takeover of Academia.* Boston: South End Pr., 1995. 204p. \$40 cloth. ISBN 0-89608-504-X. \$13 paper. ISBN 0-89608-503-1. LC 94-39872.

Librarians have lately begun to debate the merits of corporate funding of libraries—witness the brouhaha two years back over materials developed in a joint ALA-McDonalds venture to promote family reading that were imprinted with the "golden arches." Many librarians opposed having this sort of "indirect" advertising for the fast-food giant imposed on their libraries and literacy programs. Recently, public protests caused a stir over San Francisco Public Library's decision to name library departments in its new facility after corporate donors, and a growing focus of concern within the profession is ALA's willingness to tack Ameritech's name to convention programs (the joke going around now is that ALA might soon be regarded as the acronym for the Ameritech Library Association). Lawrence Soley's book, *Leasing the Ivory Tower*, provides ample evidence from the world of academia that corporate funding seldom, if ever, comes with "no strings attached." The book lends strong support to those librarians who urge us to take a critical

look at the ways in which corporate funding might influence library decision-making processes.

Soley begins with a brief examination of the “political correctness” debates of the early 1990s and argues that:

[r]ather than shedding light on what has happened to universities, the PC debate has succeeded in hiding what has happened . . . [E]xamination . . . reveals that the ivory towers of America have been leased by corporations, wealthy patrons, and right-wing foundations. Being “politically correct” in academia today means having an endowed chair or a lucrative consulting contract. It has nothing to do with being a left-wing zealot.

In the chapters following, Soley supplies numerous examples of the ways in which corporate money influences research priorities, resource allocations, and teaching loads at medical schools, business colleges, social science departments, university-based research centers, and “independent” think tanks; and in establishing special fee-based services for members of the corporate community. He writes of the “culture of greed” taking root in our nation’s colleges and universities as they become more dependent on corporate funding: huge salaries and luxurious “perks” for university CEOs; “savings” realized through cuts in payrolls from the replacement of full-time faculty with temporary, part-time adjuncts; the hiring of ever greater numbers of administrators who have little or no direct contact with students; hefty increases in tuition without decreases in faculty/student ratios. Soley describes a win-lose relationship in which students, faculty, and the public lose high-quality educational services, while corporations win with tax breaks, public relations bonanzas, cheap research, patent ownership,

large profits, and easy access to academic journals.

Soley provides several examples of how corporations have taken advantage of changes made in tax and patent laws in the early 1980s which allow companies to reap the benefits of research done at universities. The company makes a relatively small (tax-deductible) contribution to a university supported primarily by public funds. Because of that contribution, however, the company gets proprietary claims to patents on products resulting from research funded in part by the company. One such case involved the University of Florida, whose researchers developed the athletes’ drink Gatorade, which was patented to a private company. The university gets \$2 million in royalties every year from sales of the product it developed, whereas the company makes \$500 to \$600 million every year in Gatorade sales.

In another example, a pharmaceutical company funded a University of California study into the benefits of a particular drug. Within one year of publication of an article in the prestigious *New England Journal of Medicine*, in which UC researchers reported positive test results, stock shares in the company soared from a low of \$12 per share to a high of \$60. Authors of the *NEJM* article made no mention of the fact that their article was based on work funded by the company that planned to manufacture and market the drug.

Soley’s prose is clear, and his views are supported by succinct, appropriate, and fascinating examples. He names names, and provides dates and dollar figures, all of which are documented in twenty-six pages of notes at the end of the book. The index is good, but (of course) not as good as it should be. One real weakness in the book is the chapter titled “The Unsocial Sciences,” which is not as well documented or argued as the other chapters. Previous works by the author have been well received, and

he has been the recipient of at least two awards for investigative journalism. In a review of Soley's "Radio Warfare: OSS and CIA Subversive Propaganda" in the September 1990 issue of *Annals of the American Academy*, the reviewer concludes that the work is "a solid well-documented book that makes good and interesting reading." Ditto from this reviewer for *Leasing the Ivory Tower*. Recommended for all academic libraries and all public libraries serving college communities. This is one to read and discuss with colleagues.—*Elaine Harger, New Jersey Historical Society, Newark*

Targowski, Andrew S. *Global Information Infrastructure: The Birth, Vision, and Architecture*. Harrisburg, Penn.: Idea Group, 1996. 383p. \$59.95. ISBN 1-878289-32-2. LC 96-13580.

Andrew Targowski is a refugee from Communist Poland now attached to Western Michigan University. The aim of his book is to describe the future of the information superhighway and the development of what he terms the New Information Civilization (NIC) in light of his experience as director of the Greater Kalamazoo Telecity. This is tackled in an ordered fashion by describing types of network and telematic services, and the concepts of electronic money, knowledge, business, government, and education. Much of this information is imparted in the fashion of a catalog, with widespread use of bullets and many diagrams. The book concludes with a vision of the TeleCity, or electronic town.

Perhaps the most intriguing aspect of Targowski's work is why, given the existing scope and potential of information technology, it is published as a book at all. His publishers have done him a grave disservice by their neglect of the editorial process. Some of his prose is gruesome: "An user not only will look for a bigger choice of information . . ." is typical. But more significant than this contempt for grammar is the ideology

revealed by the sentence construction and writing style. Take this example, for instance: "The information utility will [sic] applied at home, in the office, the library, classroom, and many public locations. People will act and think differently. The information utility will interact directly with human memory and mental processes. It will be an extension of a brain/mind. . . . This telepower . . . will improve the learning, storing and thinking capabilities of mankind." The method is stark and simple; link together a number of staccato and unqualified statements and arrive at the desired conclusion. Its combination of the imperative and a reverence for technology reminds one of interwar fascism while Targowski's writing is all the more alarming for its palpable ignorance of history and its lack of human agency. Humankind is reduced to units reacting predictably and gratefully to the beneficence of technology.

Technocrats and politicians share a common characteristic. They believe that however bizarre their claims, if they are made often enough and with enough conviction, people will begin to accept them and their inevitability. It is thus entirely appropriate that the first section of this book consists of excerpts from a 1995 speech by Al Gore. A seamless string of political rhetoric—"a new reality," "benefit all humankind," "facilitate solutions to global environmental challenges," "bridging differences between nations and people" are representative samples—aptly sets the unacademic tone of this volume which is immediately reinforced by obeisance to the work of Toffler.

There is a fervor and dogma about this book that is almost religious. Targowski tells us that the NIC "will integrate us commercially and culturally" and goes on to explore such concepts as "One Human Family in One Electronic Global Village" and the "Global Brain." Perhaps the most alarming