
What is or is not permissible in terms of advertising your product or service? I found this book to be highly readable, as though I was sitting in an audience listening to this highly experienced advertising professional walk me through the legal terrain, often injecting anecdotes about accounts he worked on. He breaks the subject down according to hot-button issues, things like what you need to do to substantiate your claim that this mousetrap kills fifty mice per minute or what the risks are when you make comparisons to competitors’ products.

Much as I would like to see eager beaver entrepreneurs study this book carefully, I think it is destined to be read mainly by law school students or those preparing for a career in advertising or marketing. Leading cases and laws illustrating the major points are appropriately cited, making it easy to follow up with further research in the case law. Legal terminology is highlighted in bold print and defined in the glossary at the back of the book. The only real shortcoming I noticed has to do with ease of browsing. I like to see key points summarized either at the conclusion of individual chapters or in sidebars, but that was omitted here.

Librarians in all disciplines would find much timely and interesting information throughout the book that could be channeled in various ways to those we serve. In particular, specialists who do outreach to the business community, would find this book helpful background reading. Chapter five, which covers the internet, is recommended reading for all technology instructors or facilitators who want to know more about online privacy. Of course, professionals working in advertising or marketing will find this book a handy resource.—Dana M. Lucisano, Reference Librarian, Silas Bronson Library, Waterbury, Connecticut


Stress in the Modern World: Understanding Science and Society is a two-volume reference set that looks at a wide array of aspects of stress. It looks at the impact stress has on both physical and psychological health. It offers both theoretical and practical perspectives. It “presents a variety of theories, external and internal triggers of the stress experience, and both effective and ineffective coping mechanisms” (xvi).

Stress in the Modern World: Understanding Science and Society is composed of four parts. Part 1 details theories of stress, part 2 looks at sources of stress, part 3 covers responses to stress, and part 4 features personal accounts. This last part is what truly makes this source unique. Each chapter ends with a summary and an extensive list of references and further reading. It was written by fifty-two writers, nearly all of which are “professional mental health counselors and therapists or university faculty who instruct students in the mental health fields” (xiii).

Part 1 explores many different theories of stress as well as misconceptions about stress. It also discusses the effects of stress on the mind and body. Part 1 ends with exploring aspects of stress assessment and measurement. Part 2 covers sources of stress. While this can vary significantly...