

Through success, excess and failure, music fans will enjoy Friend's anecdotes and his clear-eyed, hardly jaded view of the industry. (July)

### From Stonehenge to Samarkand: An Anthology of Archaeological Travel Writing

BRIAN FAGAN. Oxford Univ., \$35 (384p) ISBN 0-19-516091-6

**T**he archeology gets in the way of the writing in this uneven collection. People have been going to stare at ruins for a long time; anthropologist Fagan (*The Oxford Companion to Archaeology*) excerpts Herodotus and 21st-century travel writer Tom Bissell but concentrates on the great age of European exploration from the 16th to the mid-20th centuries. These pieces have a certain pattern: excitement over the discovery of a fabled ruin; dutiful pacing off of dimensions; awe at the monumental scale mixed with lugubrious reflection on the ephemerality of the works of man; rapturous atmospherics. Fagan has a nostalgic taste for the solitary explorer communing in romantic solitude with the shades of lost civilizations, and his wrap-around historiographical essay bemoans the modern transformation of archeological sites into easily accessible but carefully managed tourist traps where "crowds have broken the spell." Unfortunately, this aesthetic, requiring the evocation of lonely, static tableaux, is often difficult for a writer to make interesting. The few really compelling pieces, including trips to Egypt by Mark Twain and Paul Theroux, are masterfully descriptive of landscapes and edifices. Photos. (July)

### The Long Tail: Why the Future of Business Is Selling Less of More

CHRIS ANDERSON. Hyperion, \$24.95 (256p) ISBN 1-4013-0237-8

**W**ired editor Anderson declares the death of "common culture"—and insists that it's for the best. Why don't we all watch the same TV shows, like we used to? Because not long ago, "we had fewer alternatives to compete for our screen attention," he

writes. Smash hits have existed largely because of scarcity: with a finite number of bookstore shelves and theaters and Wal-Mart CD racks, "it's only sensible to fill them with the titles that will sell best." Today, Web sites and online retailers offer seemingly infinite inventory, and the result is the "shattering of the mainstream into a zillion different cultural shards." These "countless niches" are market opportunities for those who cast a wide net and de-emphasize the search for blockbusters. It's a provocative analysis and almost certainly on target—though Anderson's assurances that these principles are equally applicable outside the media and entertainment industries are not entirely convincing. The book overuses its examples from Google, Rhapsody, iTunes, Amazon, Netflix and eBay, and it doesn't help that most of the charts of "Long Tail" curves look the same. But Anderson manages to explain a murky trend in clear language, giving entrepreneurs and the rest of us plenty to think about. (July)

### The Money in You: Discover Your Financial Personality and Live the Millionaire's Life.

JULIE STAV. Rayo, \$22.95 (228p) ISBN 0-06-085490-1

**F**or most working adults, the perpetual state of one's bank account is a major clue to one's financial "personality," so this book may not offer discovery so much as affirmation. Written by Cuban-born financial guru Stav, who became a bestselling author after hosting a PBS series based on her investing book *Get Your Share*, this guide introduces financial personality types like the "diva," the "do-gooder," the "diligent investor," the "Dionysian" and the "dependable hoarder." After exploring the advantages and drawbacks of each type and providing coping strategies, Stav delves into the roles that finances can play in relationships with kids, friends and one's spouse. Final chapters look at the fear of success and the "millionaire personality." Although the book provides some decent—if basic—financial advice, it falters in its use of oversimplified financial types. This is perhaps most evident with

the organic food-buying, charitable-giving "do-gooder," who the author suggests has no interest in owning a house or buying life insurance and is constantly taken advantage of by friends. Even worse is Stav's condescending attitude toward these values. While her advice is somewhat helpful, the perpetuating of such generalizations is not. (July 1)

### Hope: How Triumphant Leaders Create the Future

ANDREW RAZEGHI. Jossey-Bass, \$27.95 (248p) ISBN 0-7879-8126-5

**L**eaders personify hope," Razeghi claims, not by trusting in luck but by demonstrating their preparedness to seize opportunities for success even when faced with setbacks. His exploration of the power of positive thinking strives for universality, touching base with spiritual leaders like Deepak Chopra and businessmen like Charles Schwab, as well as drawing upon some of his own personal experiences as a management consultant and, at one point, an attempt at inspirational poetry. Razeghi has a friendly, engaging manner, and some of his stories, such as one about the experiences of an astronaut who remained calm enough to put out a fire on a space station, can be inspiring. However, his mixture of psychology, cognitive science and self-help advice turns out to be a superficial rehash of well-worn advice. The methods of "belief management" he discusses, such as creating personal mantras and motivational narratives, are old hat. Buzzwords abound: improvising through uncertainty becomes "wayfinding," for example, while the contemplation of one's own mortality is reduced to "flatlining." Anyone who has already given serious consideration to personal and professional motivation is sure to find most of this material too familiar to be truly revealing. (July)

### Staying Up Much Too Late: Edward Hopper's Nighthawks and the Dark Side of the American Psyche

GORDON THEISEN. St. Martin's/Dunne, \$24.95 (256p) ISBN 0-312-33342-0