

certain type of middle-aged comic (e.g., Cosby, Reiser, Romano), Engvall tries to cram his whole life into one book rather than stick to one theme (marriage, fatherhood, etc.). The end result is 46 micro-chapters that never really deliver the same laughs that have made him a part of the successful Blue Collar comedy quartet. But there is interesting material: Engvall reminisces about starting at the bottom of the entertainment business, first as a stand-in and extra on movie sets and later playing chauffeur to some of the biggest names of comedy. But these tales are given short shrift so Engvall can focus on his childhood love of baseball, his favorite car as a teenager and his partying a lot in college. In the end, Engvall realizes that "all guys are the same," and that's why the sensitive parts of the book—Engvall's parents' divorce or the pain of leaving his family to go on the road—are the ones that truly stand out. (May)

### The Battle for the Rhine

ROBIN NEILLANDS. Overlook, \$27.95 (336p) ISBN 978-1-58567-787-0

British historian Neillands, who died in January 2006, enthusiastically affirmed British military performances in the World Wars just as Stephen Ambrose heralded the "greatest generation." Here, he reopens the long-simmering controversy on command and strategy in the post D-Day campaign, asserting that Dwight Eisenhower may have been a "superb" supreme commander, but was "frequently lamentable" as a field general. Neillands particularly indicts Eisenhower for failing to understand the challenges to his broad-front strategy, and for failing to control George Patton and Omar Bradley. He describes U.S. policy as shaped by determination to control a campaign our resources dominated, and a near-toxic Anglophobia manifested in an enduring prejudice against British Field Marshal Bernard Montgomery. Monty is, predictably, Neillands's hero, whose single-thrust concept promised better results than Eisenhower's diffused efforts, and

whose understanding of modern war marked him as a professional among American amateurs—Patton included. His difficult personality obscures the fact that he obeyed Eisenhower more loyally than Ike's own countrymen, Neillands argues. Montgomery emerges as a near-martyr to the Anglo-American alliance—an image sharply at variance with his own account of events. Despite constant praise of American GIs, Neillands's revisionist interpretation is likely to generate more heat than light—especially without providing significant new evidence. (May)

### No: The Only Negotiating Strategy You Need for Work and Home

JIM CAMP. Crown, \$23 (256p) ISBN 978-0-307-34574-5

Negotiating expert Jim Camp teaches his readers how to be less emotional and close more deals—whether job interviews or sales—in this useful, occasionally hyperbolic guide. "The 'No' system is not just contrarian," he promises in the introduction. "It creates an entirely new paradigm for negotiation—one that makes common sense, then intellectual sense, then practical sense in your life and work." He also warns against popular compromise-based negotiating: "If you're a devotee of required compromise and endless assumption, there are many businesspeople—I'm one of them—who have you for lunch every day." Instead, he introduces a 12-chapter program on how to avoid neediness in a negotiation, how to develop a mission for your deal and vision for your overall business, how to find the real decision maker and use practical techniques like repeating the crux of your negotiation three times. He's most insightful about not letting desire get the best of you and the power of silence; the mission and vision sections are more familiar. Sometimes negotiation slips into manipulation, as when the author steers his wife toward buying a boat by convincing her that the purchase was her idea. Still, many of his tactics clearly work. (May)

### The Lucifer Effect: Understanding How Good People Turn Evil

PHILIP ZIMBARDO. Random, \$27.95 (592p) ISBN 978-1-4000-6411-3

Psychologist Zimbardo masterminded the famous Stanford Prison Experiment, in which college students randomly assigned to be guards or inmates found themselves enacting sadistic abuse or abject submissiveness. In this penetrating investigation, he revisits—at great length and with much hand-wringing—the SPE study and applies it to historical examples of injustice and atrocity, especially the Abu Ghraib outrages by the U.S. military. His troubling finding is that almost anyone, given the right "situational" influences, can be made to abandon moral scruples and cooperate in violence and oppression. (He tacks on a feel-good chapter about "the banality of heroism," with tips on how to resist malign situational pressures.) The author, who was an expert defense witness at the court-martial of an Abu Ghraib guard, argues against focusing on the dispositions of perpetrators of abuse; he insists that we blame the situation and the "system" that constructed it, and mounts an extended indictment of the architects of the Abu Ghraib system, including President Bush. Combining a dense but readable and often engrossing exposition of social psychology research with an impassioned moral seriousness, Zimbardo challenges readers to look beyond glib denunciations of evil-doers and ponder our collective responsibility for the world's ills. 23 photos. (Apr. 3)

### ★ Better: A Surgeon's Notes on Performance

ATUL GAWANDE. Metropolitan, \$24 (288p) ISBN 978-0-8050-8211-5

Surgeon and MacArthur fellow Gawande applies his gift for dulcet prose to medical and ethical dilemmas in this collection of 12 original and previously published essays adapted from the *New England Journal of Medicine* and the *New Yorker*. If his 2002 collection, *Complications*, addressed the unfathomable intractability of the body, this is largely