



during and disillusioned by Mao Zedong's 1966-76 Cultural Revolution but still committed to Marxism. As Schwarcz learned, what "Marxism" means, or should mean, to the Chinese today is far from certain. The lament of Zhu Guanqian, a leading literary historian and grizzled veteran of the May Fourth Movement, was in many ways typical: "Too bad that those of us who can really read Marx and understand him are so few." Schwarcz did not restrict her observations to intellectuals. Her notes on factory workers, farmers, or even a chance occurrence on the streets of Beijing reveal a perceptive and knowing eye: "Next to a bus stop, a mother slaps her daughter. Another breach in China's painstaking orderliness."

FROM BONSAI TO LEVI'S:
When West Meets East:
An Insider's Surprising
Account of How
the Japanese Live
 by George Fields
 Macmillan, 1984
 213 pp. \$14.95

As specialists in the behavior of consumers, marketing researchers may well become *the* anthropologists of the modern world. Fields, born in Japan and raised in Australia, is now chairman of the Japanese branch of Audience Studies, Inc. His chief argument is consistently and vividly made: Despite the fact that Levis-clad Japanese eat Kentucky Fried chicken and use Max Factor cosmetics, they will buy Western products only if they fit into Japanese culture. And the differences between Japanese and Western cultures are far more pronounced than appearances suggest. Why, for instance, did Johnnie Walker Black scotch succeed while the cheaper Johnnie Walker Red languished on the shelves? Because, Fields explains, Japanese view American whiskey as a gift item, and they pride themselves on giving only the best. For personal consumption, they buy the inexpensive domestic whiskey, Suntory. Consider also the sad fate of American cake mixes, which first failed to sell because Americans neglected to notice that Japanese households had no ovens. Then U.S. businessmen created mixes that could be used in the ubiquitous rice cooker. No go: Japanese housewives believed "soiled" cookers would contaminate the highly regarded purity of rice.