These are, however, minor quibbles with an excellent book. The book makes an important contribution to the field of Chinese history, as shown by its being awarded the John King Fairbank Prize for 2011. It will also be of use to anyone interested in the history of commodities, consumption, and drug foods.

Alan Baumler
Indiana University of Pennsylvania

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James Simpson. *Creating Wine: The Emergence of a World Industry, 1840–1914*. Princeton, NJ: Princeton University Press, 2011. 344 pp. ISBN 9780691136035, $39.50 (cloth).

Creating Wine by James Simpson is an addition to Joel Mokyr's excellent Princeton Economic History of the Western World. It is really two books in one.

The book is first a narrative of the emergence on a global scale of a specific industry with its many idiosyncrasies. Everything is there: cultivation techniques, wine making techniques, incidental exports, the deliberate development of export markets, relationships between productions in different areas, the multitudinous effects of vine disease (with due emphasis on the phylloxera epidemic, of course), changing prices, labor conditions, government regulations, the influence of politics on production, associated social movements, even consumer fads, and organizational changes within the industry. This first aspect of the book alone should make it required reading for anyone studying the wine industry, or simply working in or around it. It could play the part of a historical encyclopedia of grape growing, of wine making and of wine marketing that would be pleasant to read.

The book has a second face, one even more interesting than the first for someone—like this reviewer—who is only marginally interested in the wine industry as such.[1] *Creating Wine* is an eminently readable, exceptionally well-documented longitudinal case study of capitalism. Or, rather, it is a study composed of several smaller,

1. A long time ago, I made humble scholarly forays into the study of California wineries (References in the vita linked to my blog at: factsmatter.wordpress.com.) I was reared in France; I have never not drunk wine, except perhaps in the first five years of life (which I do not remember well); I have lived all my adult life in California. I have always seen vines around me. A small grape vine grows in my backyard right now.

cross-national studies of capitalist development that hang very well together. Simpson catches capitalism in the act, so to speak. He describes how an economically marginal and locally oriented kind of resource extraction turned itself into a modern, capital intensive and export-dependent industry in less than one hundred years (alongside the better-known stories of capitalist transformation in iron, steel, railroads, and cotton.)

The book's exquisite attention to detail seems straight out of Fernand Braudel. (Thus: The fact that many Spanish immigrants to Argentina came from non–grape growing Galicia limited the expansion of both demand for wine and the transmission of techniques in that country [258]). This thoroughness is well served by the ability of Simpson—a professor in at Universidad Carlos II in Madrid (Spain)—to exploit sources in four languages other than English.

I like to evaluate a scholarly book or article by answering these two questions: What's the most important thing I learned from it? How important is the most important thing I learned from it? This book made me realize something I knew but did not know I knew, something that should have been near the forefront of my consciousness but was not. The insight is this:

In many cases, the growing of grapes and the making of wine allowed for the utilization of inferior resources. Grape vine thrives where little else grows. Vines can be tended largely at times and in places when and where employment is in short supply for rural populations. The elaboration of wine, the alcoholic beverage, requires only modest knowledge that is comparatively easy to transmit. (I refer here to the morphing of grape juice into a drinkable beverage that contains alcohol. I say nothing about quality.) Wine making is transformational capitalism for little people.

Considering the agricultural antecedents to modern manufacturing capitalism in Europe, it is easy to develop an alternative scenario in which the main productions of cereals and cattle are not supplemented by the production of wine (and derivatives). What emerges from this mental exercise is the picture of a significantly poorer European south.

Simpson demonstrates the comparatively swift globalization of the wine industry. He shows, in particular, the major role exports played in the development of national and local wine industries. He describes concretely how events in one place, such as the advent of the phylloxera pest in the Bordeaux region, quickly translated into a stimulus to the improvement of wine quality in other areas, such as Spain and Algeria (59). Simpson also tells in fine detail how nearly accidental transfers of technical competences carried by migrations

(of often cheap) labor facilitated the development of grape growing in new areas such as Argentina and California. His chapter on Australia alone is a small masterpiece of *un*-determinism. He argues persuasively that Australian entrepreneurs managed to establish a wine industry among beer-drinkers concealing in their midst almost no vine or wine knowledge, because they, the entrepreneurs, believed in formal training; They read books written by experts!

The book has several tiny defects: The capitalization in English is a little haphazard, as if done with darts by an average pub player. The French spelling is uneven, sometimes to the the point of undermining comprehension. Thus, it calls the important wine shipping port of Sète, "Cette"—a name it had already lost before the beginning of the period the book covers. Occasionally, Simpson allows the languages of his sources to seep into his English. Thus: rail "tariffs," for rail rates (69).

The one big drawback is what one who reads the book as thoroughly as I felt obligated to do might call a mind-numbing number of figures (30) and tables (53). Perhaps, the solution to the problem posed by his abundance of riches is to refrain from reading this exciting book like a novel but to absorb it instead in small installments, or as a research tool, or as the occasion requires, more or less like a devout Baptist the Bible.

The accumulation of interesting trivia in the book would enrich faculty club conversations for several years. Here is an example that especially delighted me:

After a significant reduction in the tax on sugar, thirty-five high wine-producing local areas in southern France known for the mediocrity of their cheap wines produced one million hectoliters but more than two million hectoliters were sold there. (My paraphrase from p. 69).

Creating Wine passes with flying colors the two major tests for this genre of work. I mean, serious scholarly work intended for a broad educated audience. First, the book remedies tenacious popular beliefs through an accumulation of coolly presented hard evidence. Thus, Simpson demonstrates that, contrary to a widespread and well-anchored stereotype, for much of the nineteenth-century French consumers cared little about the quality of their wines. Wine appreciation is a rather late cultural acquisition in France, many years of marketing hoopla and of mindless jingoism notwithstanding.

The second test is whether the work induces responsible scholars to question their own worldview. *Creating Wine* forced my internal Adam Smith reluctantly to acknowledge (anew) that there was never once a golden past when a free "free market" prevailed. The

masterfully told history of Port in this book shows that this exemplary instance of successful capitalism was aided and abetted, and possibly even midwifed, by gross government intervention. This government intervention even included the first invention anywhere in the world of this mainstay of modern wine marketing: the regional appellation.

This is a wonderful book for vine professionals, for wine professionals and for students of economic history alike, including for casual students.

Jacques Delacroix
Independent Scholar

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Dominique A. Tobbell. *Pills, Power, and Policy: The Struggle for Drug Reform in Cold War America and Its Consequences*. Berkeley, CA: University of California Press/Milbank Banks on Health and the Public, 2012. xv + 294 pp. ISBN 978-0-520-27113-5, $26.95 (paper); 978-0-520-27114-2, $65.00 (hardcover).

Dominique Tobbell's *Pills, Power, and Policy* documents the alliance-building activities of firms within the pharmaceutical industry in the second half of the twentieth century and illustrates how these alliances stalled and altered attempts at regulation and control. To take up this topic, Tobbell marshals in a creative and comprehensive fashion the relevant government and company archives as well as published materials. In so doing, her text serves as an excellent research template for emerging business historians focused on this time period and provides a historical overview to public policy officials (as befitting a text published jointly by the University of California and the Milbank Books on Health and the Public).

Tobbell's primary argument is that the pharmaceutical industry has succeeded, in part, because of the multifaceted ways in which it built and supported alliances that would defend it for decades from calls for reform. With industry and researchers already having established a collaborative working relationship during World War II (WW II), Tobbell begins by showing how industry perpetuated these ties with fellowships, generous publication policies, and the employment of researchers as consultants. Tobbell finds extensive evidence of a network between researchers and industry existing in the 1950s, which balanced academic freedom and authority in such a way that innovation and growth were encouraged. This partnership not only