

istics sought by those looking for a romantic partner. He concludes that these attributes are often deeply in contention with one another because of the conflict that arises from individualism vs. the need for community. **VERDICT** While popular works have been published about personal ads and online dating, Hollander provides a unique scholarly examination about how they mirror contemporary American romantic ideals. Recommended for readers with a serious interest in sociology and contemporary American culture.—*Kate Wells, Fitchburg State Univ. Lib., MA*

**Romero, Mary. *The Maid's Daughter: Living Inside and Outside the American Dream.* New York Univ. Sept. 2011. c.265p. bibliog. index. ISBN 9780814776421. \$27.95. soc sci**  
Mexican-born Carmen settled in Los Angeles in the mid-1960s as a live-in maid with her young daughter, Olivia. Aside from occasional visits to relatives in impoverished Mexican neighborhoods, Olivia lived her childhood and teen years with Carmen's primary employer, the Smiths, who in ways embraced Olivia as one of their own—from paying for her education to, many years later, inscribing her name on a Smith family gravestone. Over the course of 20 years, social justice scholar Romero interviewed the adult Olivia about her childhood experiences. Olivia's knowledge of two disparate communities gave her broad social capital and a high degree of social confidence, but her cultural competence was muddled while growing up by her proximity to privilege, with her access to the fruits of privilege strictly limited. **VERDICT** At once a valuable case study and a dramatic life story, this oral history explores identity and illuminates race, class, and gender in America at a peculiarly intimate intersection between upper-middle-class white families and the women of color who provide domestic labor for them. With Romero's analysis, extensive footnotes, and a through bibliography, it will be of greater interest to scholars than to casual readers of memoir.—*Janet Ingraham Dwyer, State Lib. of Ohio, Columbus*

**Stoute, Steve. *The Tanning of America: How Hip-Hop Created a Culture That Rewrote the Rules of the New Economy.* Gotham: Penguin Group (USA). Sept. 2011. c.269p. ISBN 9781592404810. \$26. soc sci**  
According to Stoute, a branding consultant and former record executive, "the adhesive of youth culture and inclusive racial diversity" has led to the "tanning of America." Ignoring the globalization of popular culture is perilous, he argues, and he seeks "to put an end, once and for all, to the boxing of individuals based on color." Part One

traces the evolution of hip-hop and rap, showing how these forms brought success to performers who poetized their frustrations and appealed to urban teens who wanted to be cool. This section offers a detailed chronicle of early hip-hop musicians, including DJ Kool Herc and numerous others, as well as advertisers, such as Adidas and Nike, eager to increase their market share by plugging into hip-hop culture. Part Two details the "Power, Pitfalls and Potential of Tanning," and Part Three, "The Future of the Tan World," calls tanning a "cultural bridge" to the American Dream. "Cross-culturalism is the next phase of tanning," writes Stoute, of which the most important element is "loving one another." **VERDICT** This detailed history of hip-hop as a musical genre and its genesis, development, and effects on society will appeal to historians and sociologists, as well as some fans of hip-hop. [See Prepub Alert, 12/13/10.]—*Joanne B. Conrad, Geneseo, NY*

**Vander Ven, Thomas. *Getting Wasted: Why College Students Drink Too Much and Party So Hard.* New York Univ. Aug. 2011. c.208p. bibliog. index. ISBN 9780814788325. pap. \$19.95. soc sci**

Vander Ven (sociology & anthropology, Ohio Univ.; *Working Mothers and Juvenile Delinquency*) delves into well-trod territory, though with a somewhat new perspective and research motive. While previous scholarly efforts have focused on binge drinking and its inherent risks, Vander Ven focuses on the social structure, meaning, and implication of drinking behaviors. With an intended audience of researchers, students, and parents, as well as college administrators, the book recounts the self-reported alcohol-related rationalizations and outcomes of over 400 college students at three different campuses. The author focuses on the impetus for drinking and the important roles codrinkers play, the range of activities that can result during a bout of drinking (fun to potentially fatal), and the ensuing impact and result of the drinking episode. This is not a comfortable read. And yet despite limited analysis and an academic's awkward touch on somewhat questionable youth-culture language, the book does offer a realistic portrayal of socially bonding drinking behaviors and attitudes. In the end Vander Ven suggests stellar ways campuses can reduce the harm of excessive drinking. **VERDICT** Recommended for sociologists, university administrators, and college-age students.—*Jewell Anderson, Armstrong Atlantic State Univ. Lib., Savannah*

**TRAVEL & GEOGRAPHY**  
**Blackman, Marci & others. *Bike NYC: The***

***Cyclist's Guide to New York City. Skyhorse, dist. by Norton. Jul. 2011. c.192p. illus. maps. ISBN 9781616083137. pap. \$12.95. TRAV***

Sightseeing by bicycle is a great way to cover a lot of ground and still feel the pulse of New York City. Bike tour guides Blackman and Ed Glazer and Michael Green (founder, BikeBlogNYC.com) cover nine routes designed to provide both tourist highlights and local insider knowledge. The book is replete with interesting historical tidbits, as well as information on local restaurants, on-route bike shops, and traffic conditions. It reads like an engaging tour guide's script, but it will be difficult to parse out this information while riding; most notably missing are ride cue sheets and clear maps one might expect from a cycling guidebook. **VERDICT** This guidebook's strength is the wealth and variety of information about the city and its history. Not well designed for use en route, it is recommended for trip planning and research. Though it's somewhat dated, riders may prefer the clarity and brevity of Phil Harrington's *Short Bike Rides in and Around New York City*.—*Sheila Kasperek, Mansfield Univ. of Pennsylvania Lib.*

**★Mason, Walter. *Destination Saigon: Adventures in Vietnam.* Allen & Unwin, dist. by Trafalgar Square. Aug. 2011. 260p. bibliog. ISBN 9781741759495. pap. \$16.95. TRAV**

From the heat and crowds to the exotic foods to the kindness of residents, Australian writer Mason gives readers an engrossing glimpse of a modern, poverty-stricken, mysterious Vietnam. He weaves his tales of traveling around the country and meeting eccentric individuals, including Buddhist monks, nuns, hairdressers, café dwellers, boat/taxi drivers, and their relatives with humor, dignity, and a great deal of love for the places and people he has come to know. Although this book is based on a three-month trip, Mason gives his adventures in Ho Chi Minh City (formerly Saigon), Hanoi, and beyond (and the people that he shared them with) a history based on his previous visits, which allows him to portray a Vietnam that few Westerners will ever experience. **VERDICT** Armchair travelers as well as all readers interested in Vietnam or Buddhism will love this delightful book. Highly recommended.—*Melissa Aho, Univ. of Minnesota Lib., Minneapolis*

**CORRECTION** Owing to an editing error, the *LJ* 6/1/11 review of David Willman's *The Mirage Man* reported that the author won a Pulitzer Prize for his *Los Angeles Times* anthrax coverage. He received the award in 2001 for covering an unrelated topic.

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