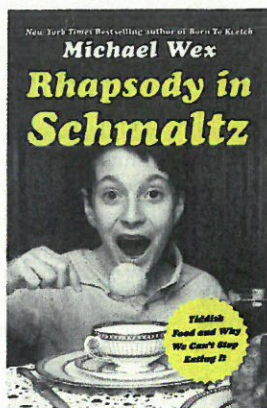


Culinary Culture

★ **Horowitz, Roger.** *Kosher USA: A Journey Through Its History.* Columbia Univ. Apr. 2016. 304p. photos. notes. index. ISBN 9780231158329. \$35; ebk. ISBN 9780231540933. HIST

In a work that is equal parts history, memoir, and cultural analysis, Horowitz (*Putting Meat on the American Table*) traces the dramatic rise of kosher food products, specifically how they made their way into American food culture and were later popularized in the mass market of consumer products. The reconciliation between ancient Jewish religious principles and modern kosher standards is filled with interesting twists and turns. Popular brands such as Coca-Cola and Jell-O posed unique challenges for modern Jewish households seeking kosher products, and the author's rabbinic back-and-forth makes for a fascinating look at the search for accommodation within the "letter of the law." The author traces the many Kosher products that have become increasingly popular with non-Jews and explains that the market for kosher meat has been



shrinking because of the increasingly prohibitive costs associated with production along with ethical concerns regarding the slaughtering process. **VERDICT** A valued addition to a conversation that spans several interests, including history, business, and religion.—Herbert E. Shapiro, Lifelong Learning Soc., Florida Atlantic Univ., Boca Raton

★ **Wex, Michael.** *Rhapsody in Schmaltz: Yiddish Food and Why We Can't Stop Eating It.* St. Martin's. Apr. 2016. 320p. notes. bibliog. ISBN 9781250071514. \$26.99; ebk. ISBN 9781466882652. SOC SCI
Wex (*Born To Kvetch*) has written a delightful and informative history of Jew-

ish ("Yiddish") food from biblical times to the present, describing its evolution and popularization through media culture and the process of Americanization. This ambitious historical, sociological, and religious analysis describes the importance of the food as it relates to the history of the Jewish people. The author succeeds at many levels. Rules of kashrut (the laws of kosher dietary rules) are detailed, and Yiddish terms are elaborated and defined. Dishes such as challah bread, gefilte fish, tzimmes, cholent, kreplach, and matzah balls are explained and analyzed in both their cultural context as well as their linguistic origins. For example, we learn there is no "schmaltz" in schmaltz herring when the elements that comprise a genuine schmaltz herring are revealed. **VERDICT** This work will have broad appeal to general audiences. The endnotes and impressive bibliography will prove useful to readers and scholars interested in Jewish food and culture.—Herbert E. Shapiro, Lifelong Learning Soc., Florida Atlantic Univ., Boca Raton

technology ruling the voting process. The usual suspects are blamed here: conservatives, elites, and the incumbents who do not want to upset their favorable status quo. The insidious influence of lobbyists and big money is always at the forefront, and the recent election problems have led to further partisan division rather than a coming together to fix things. Gumbel is hopeful that the electorate will become so disgusted that it will demand changes, and he offers suggestions for improvements to policies and procedures. **VERDICT** This revised edition of 2005's *Steal This Vote* contains numerous reference source notes. The easy-to-read narrative may make your blood boil, but it shows that U.S. citizens' bitter anger with

their government has a long and shameful history and is certainly justified. Suitable for all libraries at this contentious time.—Daniel Blewett, Coll. of DuPage Lib., Glen Ellyn, IL

Kaplan, Fred. *Dark Territory: The Secret History of Cyber War.* S. & S. 2016. 352p. notes. index. ISBN 9781476763255. \$28; ebk. ISBN 9781476763279. POL SCI

Pulitzer Prize-winning reporter Kaplan (*The Insurgents*) provides an intriguing account of the new arms race. Starting with Ronald Reagan questioning the capabilities of a cyberattack after watching the movie *WarGames*, the U.S. interest in cyberwarfare began to unfold. The government realized that while other countries

might be vulnerable to attacks, America, too, was susceptible to such invasions. A mad scramble to build up defenses and offensive capabilities ensued over the course of the next 25 years and hasn't stopped since. Kaplan does a good job tracing the history of this military landscape, demonstrating that the fear of warheads passing in the sky is now replaced with hospitals being shut down and banks cleared of funds via keystrokes. What is remarkable is how recent these actions are, and that governments are still determining the basics, such as if a cyberattack constitutes an act of war. Though people worldwide sit comfortably at home or in coffee shops looking at websites, cyberattacks are happening daily. We just don't see them. **VERDICT** A thought-provoking read on a topic that is increasing in relevance. For fans of the history of warfare, technology, and the film *Sneakers*. [See Prepub Alert, 9/28/15.]—Ryan Claringbole, Dept. of Public Instruction, Madison, WI

★ **King, Josh.** *Off Script: An Advance Man's Guide to White House Stagecraft, Campaign Spectacle, and Political Suicide.* St. Martin's. Apr. 2016. 384p. photos. notes. index. ISBN 9781137280060. \$27.99; ebk. ISBN 9781466878921. POL SCI

Although accounts of political campaigns by higher-level aides abound, few have been written by advance men or women, grunts who, according to King, have two goals: "make their candidate look good on camera, and don't piss off the locals." The author, President Bill Clinton's director of production for events and the founder of SiriusXM radio show *Polioptics*, spent nearly three decades in this political sauna and here shares his experiences about what happened when advance work went right and wrong, during what he calls the "Age of Optics" (1988–2004), an era when camera shots could make or break a candidate. Though the period ended with Barack Obama's 2008 "vanilla presidency," in which political imagery no longer relied on cameras but on tightly controlled social media, the author concludes that the 2016 election might usher in a new age that shares the limelight with social media. **VERDICT** King presents one of the liveliest and funniest political books of recent years; it will keep political junkies and campaign professionals guffawing and learning. He has done for advance men and women what Timothy Crouse's *The Boys on the Bus* did for print journalists almost a half-century ago. His book pairs nicely with David Greenberg's scholarly *Republic of Spin*. [See Prepub Alert, 10/26/15.]—Karl Heicher, Upper Merion Twp. Lib., King of Prussia, PA