

that considerable overlap in interests continues to exist, and the tone of the book is generally positive as regards the future of the two countries' relationship as an informal "shadow alliance" (p. 7). One topic unfortunately not covered of interest to this reviewer was the issue of environmental security and whether this provided opportunities for bilateral cooperation.

Although only three books have been commissioned and/or published in this new Routledge Security in Asia Pacific Series, it looks to be an interesting and exciting collection. The book under consideration here (and the series as a whole) will be of interest to a wide range of students, researchers, and policymakers. In short, the editors are to be congratulated for a job well done.

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ELECTION CAMPAIGNING IN EAST AND SOUTHEAST ASIA: Globalization of Political Marketing. *Edited by Christian Schafferer.* Aldershot (England), Burlington (VT): Ashgate Publishing, 2006. x, 156 pp. (Tables.) US\$89.95, cloth. ISBN 0-756-4393-X.

Inspired by the way in which American and European political parties and candidates have appropriated sales and advertising techniques from the private sector, political scientists have recently created a new subfield of political marketing studies. This inter-disciplinary area of study has met with some sniffy responses from more conservative academics, who prefer to understand election campaigns in terms of conventional models that emphasize, for example, voter choices between alternative policies and platforms, and the salience of grassroots campaigning by party activists. Students of political marketing, by contrast, point to the decline of party memberships and machines, and the growing sense (acutely visible in the case of Britain) that in a post-ideological area, distinctions between different parties and politicians are often matters of style rather than of substance.

While electoral studies in developed democracies have been strongly challenged by new approaches that depict voters more as consumers than as active political citizens, the study of elections in the Asia-Pacific region remains stuck in a time-warp. Influenced by over-deterministic and teleological readings of democratization theory, most of those who work on these elections in the region are desperately seeking evidence of the emergence of "real" political parties, which sport "proper" ideologies, and feature complex membership and branch structures, along with "genuine" policy platforms. In reality, many Asian countries are in the process of

bypassing the entire apparatus of modern political parties, moving instead directly from elections based largely on personalism, patronage and corruption, to elections in which these traditional campaign elements are compounded and modified by hybridized parties with “electoral professional” elements, using all the latest media and marketing techniques. Christian Schafferer’s timely edited volume marks one of the first attempts to study these processes systematically.

Four major chapters address the cases of Japan, Taiwan (by Schafferer himself), Malaysia, and the Philippines, while Schafferer’s very useful 40-page final contribution—which could really be read separately—pulls together the book’s arguments. The editor admits in his preface that he had great difficulty cajoling authors from the region to write chapters for the book; additional chapters on Indonesia, South Korea and Thailand are sorely needed. The country study chapters vary in quality and focus: the Malaysia chapter, for example, seems largely concerned with the entirely different question of whether Malaysia’s elections can be considered “free and fair.” Even Schafferer himself never clearly demarcates where election campaigning ends, and political marketing begins. Only in the final chapter does he lay out a systematic set of topics to be covered in a series of sub-headings: electoral system, opinion polls, internet campaigning, the media; political advertising, electoral corruption and vote buying, degrees of professionalism, and foreign role models. It is a great shame that the case study chapters of the book were not organized according to a similar set of headings. Unfortunately, Schafferer focuses the final chapter on the unpromising title question “Is there an Asian style of electoral campaigning?” leading predictably to a muted “no” vote. A more dynamic set of questions looking at processes of change and transformation would yield more nuanced and useful answers.

Schafferer himself acknowledges that the book is just a beginning, and he raises the idea of producing a handbook on electoral campaigning in Asia. For this reader, what is needed is a more complete and comprehensive academic study of political marketing in the region, using a wider range of cases and much stronger country-specialist contributors. We might start with a call for papers leading to a workshop or conference panel on these important issues.

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THE POLITICS OF CANDU EXPORTS. *By Duane Bratt. Toronto: University of Toronto Press, 2006. xv, 319 pp. (Tables, graphs.) US\$60.00; cloth. ISBN 0-8020-9091-5.*

At the beginning of the twenty-first century, Canadian offers were at the bidding table for construction of a research reactor in Australia and power