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*Rightward Bound: Making America Conservative in the  
1970s.* Bruce J. Schulman and Julian E. Zeliger.  
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of color. But these are minor complaints and, as much as anything, merely reflect a wish that Vitale had written a longer book. It's a sharp and clear-eyed account, one which offers valuable lessons for those who would improve the quality of life for the most marginalized city residents, and not just the middling classes.

*Stephen Pimpare, Yeshiva University*

Bruce J. Schulman and Julian E. Zelizer, *Rightward Bound: Making America Conservative in the 1970s*. Cambridge, MA: Harvard University Press, 2008. \$49.95 hardcover, \$19.95 papercover.

There has been a good deal of scholarly speculation about the factors responsible for the rise of the political right since the Reagan revolution of 1980s. Although it was thought that the Clinton Presidency would reverse the conservative tide, the electoral victories that secured both houses of Congress for the Republican right in 1994, and the subsequent two-term presidency of George Bush, led many to believe that a permanent right-wing hegemony had been established. Of course, the Obama election and current Democratic majorities in both houses suggest otherwise. But it is too soon to tell whether these recent developments will change America from being what has sometimes been called the "Right Nation." Scholarly insight into complex social, economic, cultural and other factors that shape the political agenda can obviously help interpret these events.

In this interesting book, Schlman and Zelizer have assembled a number of commentaries on the diverse influences that contributed to the resurgence of the political right in the 1970s. Their central argument is that popular interpretations that attribute the rise of the political right to a backlash against the 1960s youth culture, race conflicts, the Vietnam war and insecurity arising from rapidly changing mores and beliefs, do not pay sufficient attention to the concerted efforts of activists from different spheres of life who toiled tirelessly to bring about a shift towards conservative politics. While broad, impersonal social forces undoubtedly played a role, the success of the

political right owes more to a commitment from literally hundreds of groups and organizations to reassert traditionalists values. The purpose of the book is to document and analyze their contribution and to provide a more nuanced account of what made America conservative in the 1970s.

The book's 14 chapters are wide-ranging and focus attention on issues as diverse as the revivalism of Protestant evangelicals, the role of corporations and wealthy families in funding conservative political and social activities, efforts to counteract liberal intellectual dominance in the universities, the contribution of the anti-abortion movement, the formulation of a white ethnic strategy that drew white blue-collar workers away from the Democrats, and popular media images that ridiculed president Carter's international diplomacy. Many of these contributions are highly original and support the book's central thesis that a concerted effort to consolidate right-wing conservatism was made. Particularly interesting for academics is the chapter on the successful efforts of corporations to popularize business studies at American universities. The rise of the MBA and undergraduate education in business did not evolve naturally but came about through the influence of large corporations and the provision of financial incentives.

This is a highly readable book which is packed full of interesting information. It certainly provides important insights into the determination of conservative groups to revitalize their agenda. Some of the chapters are particularly important for addressing neglected issues. Unfortunately, there is no chapter on welfare policy, which is surprising in view of the book's wide-ranging sweep and the attention that has previously been paid to struggles over welfare issues in the construction of a conservative majority. Nevertheless, this book is strongly recommended. It will be a useful resource for anyone wanting to know more about the political history of the United States over the last three decades.

*James Midgley, University of California, Berkeley*