

1. Record Nr.	UNINA9910811572903321
Autore	Reisch Alfred A (Alfred Alexander), <1931->
Titolo	Hot books in the Cold War : the CIA-funded secret book distribution program behind the Iron Curtain / / Alfred A. Reisch
Pubbl/distr/stampa	Budapest : , : Central European University Press, , 2013
ISBN	9786155225352 615-5225-35-4
Descrizione fisica	1 online resource (596 p.)
Disciplina	028.70947/0904
Soggetti	Books and reading - Europe, Eastern - History - 20th century Books and reading - Communist countries - History - 20th century Book distribution programs Publishers and publishing - Political aspects Censorship - Europe, Eastern - History - 20th century Censorship - Communist countries - History - 20th century Propaganda, Anti-communist Propaganda, International Cold War European 6 Russia & Eastern
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references (pages 527-535) and indexes.
Nota di contenuto	Origins, objectives, and launching of the book project under Sam Walker -- Titles, contents, numbers, targets, and aims of the mailings -- The man in the grey suit : George C. Minden and his concept of cultural and ideological competition -- The New York Book Center : books, books, and more books -- The book project reaches new heights : the golden age of the 1960s -- Western and emigre books and periodicals published with covert support -- New opportunities through East-West contacts -- The early 1970s : the international advisory council -- A lasting enemy -- The communist regimes on the defensive : criticisms, warnings, and attacks -- The person-to-person distribution program : a direct way to reach East Europeans, the early Polish program 1958-1959 -- Another vehicle for reaching the people

of eastern Europe : the person-to-person distribution program and personalized mailings -- The most important book distribution point : Vienna -- Letters from Poland, the crucial country -- Letters from Czechoslovakia before and after 1968 -- Letters from Hungary under goulash communism -- Letters from Romania under the Ceausescu regime -- Letters from Bulgaria despite very strict censorship -- The last seventeen years : International Literary Centre, Ltd., East Europe, and the USSR.

Sommario/riassunto

This study reveals the hidden story of the secret book distribution program to Eastern Europe financed by the CIA during the Cold War. At its height between 1957 and 1970, the book program was one of the least known but most effective methods of penetrating the Iron Curtain, reaching thousands of intellectuals and professionals in the Soviet Bloc. Reisch conducted thorough research on the key personalities involved in the book program, especially the two key figures: S. S. Walker, who initiated the idea of a "mailing project," and G. C. Minden, who developed it into one of the most effective political and psychological tools of the Cold War. The book includes excellent chapters on the vagaries of censorship and interception of books by communist authorities based on personal letters and accounts from recipients of Western material. It will stand as a testimony in honor of the handful of imaginative, determined, and hard-working individuals who helped to free half of Europe from mental bondage and planted many of the seeds that germinated when communism collapsed and the Soviet bloc disintegrated.
