handled. All aspects of insularity in the two genres of literature are precisely considered, especially in terms of politics.

We regret only one thing. The book is composed of previously published articles and lectures, and as a consequence, there are repetitions – for example on the circularity of utopian narrative, and on the relationship between Robinson and Friday. There is also a lack of connection between some chapters, and because Racault chose to study several specific books instead of offering a synthesis, the reader misses a broad analysis of the whole period, except in Chapter Four. We also feel the absence of a synthetic bibliography. The footnotes in each chapter mainly address the choice of editions of the sources, and a larger bibliography of scholarly studies would have been useful.

Despite these minor criticisms, Racault's book is an important contribution to the study of islands in literature, especially on Thomas More and Defoe and their influence on literature and genre. Moreover, in the author's brilliant critique of Michel Tournier's *Vendredi* at the end of the book it is possible to read a very complex and accurate reflection on the way of thinking about 'métissage' (or liminality) and decolonization since the second half of the 20th century.

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Fred P. Gale (editor) (2011) *Pulp Friction in Tasmania: A Review of the Environmental Assessment of Gunn's Proposed Pulp Mill*. Launceston, Tasmania, Australia: Pencil Pine Press. Pbk xxi+322pp. ISBN: 978-64654578-3. AUS$39.95.

Branding cuts right at the intersection between materiality and metaphor. Various localities around the world are seeking to fight the dull placelessness of time-space compression that could follow from rampant globalization by asserting locale specificity. Capitalizing on that inherently manageable sense of scale and identity, island jurisdictions in particular have been busy re/inventing and re/imagining themselves, throwing themselves at the international community with messages that speak to their unique characteristics and marketable strengths. 'Green, clean and pristine', and versions thereof, are popular catchphrases in this branding exercise, appealing to various industries where islands, small ones especially, may have a competitive advantage: tourism, clean energy, local foods and beverages, art and craft.

Easy enough. But things can go awry: there are snags in this beguilingly simple, but actually high-risk strategy. The stronger the brand, the more successful its appeal, the more widespread its recipients, and the more consolidated its adherence and transmission across different local industries, then the more jarring and disharmonic any departures from this consistency can rve to be. Initiatives that do not match the message of the brand, or even fly in its face, do not merely stick out like a sore thumb; but they destabilize, crack and shatter the believability and trustworthiness of the whole brand.

Tasmania may be an island, but it is a large one, the 26th largest in the world. As such, it has a hinterland large, fertile and resourceful enough to allow itself to feature in the dreams of various development trajectories. Some of these fit snugly within the image that 'Brand Tasmania' stands for, and have done so for over a decade now: Brand Tasmania Council has been operating since 1999:

> Tasmanians breathe some of the world's cleanest air and drink the purest water. Unpolluted coastal seas and rich, fertile soils enable them to produce the finest foods. (www.brandtasmania.com)

But some don't. The pulp mill in the Tamar Valley proposed by industry giant Gunns Ltd. is one such jarring initiative. (Iceland, the world's 18th largest island, is caught in a similar quandary as it debates whether to set up yet another aluminum smelter.)

Tasmania is the only island 'state' or 'province' within this large, federal, continental country of Australia. Historically, it has found itself at the receiving end of grand development schemes that often reproduce the large scale, resource based development model that has gripped its continental patron to the North, and which explains much of the affluence experienced by the Australian economy of late. Is Tasmania simply a much smaller replica of its mainland partner? Or should it seriously chart out for itself a development route that speaks more directly to its island status and distinct appeal: a status that most Tasmanians ascribe to most of their 330 odd offshore islands, but not to their 'mainland'? How natural does 'the Natural State' want to be?

Fred Gale, a political scientist at the University of Tasmania, brings together a rich collection of critical voices to dissect the pulp mill proposal and question the scientific and political integrity of the undertaking and evaluation of the mill's mandatory impact assessments. Fifteen chapter contributors, with diverse disciplinary backgrounds, review the tortuous decision-making process, and expose a series of flaws that should have the book's readers, and most Tasmanians, worried.

The more these authors bring to bear their forensic disapproval of this latest pulp mill initiative, the clearer the resilience of what they are up against: a flagship investment in a premier industry of choice, driven by a company that commands respect in the corridors of power. But even more than that: in my favourite essay in the collection, Tony McCall describes the episode as a continuation of the triple but enduring myths of 'big is beautiful', 'silver bird' panaceas to market woes, and a 'cargo cult' approach to economic development.

Reading the book suggests that the authors, and others, may be flexing their muscles for yet another dramatic showdown which pits industry against the environment. The 'battles' of this campaign are etched in public memory: Lake Pedder, Franklin-Gordon, Wesley Vale. It is worth reminding ourselves that these campaigns saw the emergence of the world's first green political party in 1972. It may be just a matter of time before the campaigners once again get to the streets. And the industry's many supporters will be there too, with all 'Gunns' blazing. Indeed, more 'pulp frictions' are in store.

But this scenario is not inevitable: even in the intractable world of Tasmanian politics, there may be a glimmer of hope. Appropriately, the book's final chapter documents some revealing and "remarkable" repositioning by Gunns of late. The company's Managing Director admitting that

the firm has been "out-thought and outplayed" by the pro-environment lobby, and is now pushing for a 'new deal' on forestry that has a four-page statement of principles being endorsed by all stakeholders.

The book makes a fascinating case study (though not a multi-stakeholder analysis) of a mega development project in a federal democracy, and is to be recommended not just to scholars of island studies and of Tasmanian economic history and environmental governance, but also to those keen to critically examine the practices and politics involved behind the implementation and evaluation of 'high stake' environmental impact assessments.

My concerns with this book are certainly not about the quality of its contents, which I have enjoyed reading. (Some unevenness is to be expected, since it is an edited collection.) They rather have to do with the absence of a subject and author index, and the repetition of various bibliographical references at the end of each chapter: a consolidated reference list would have saved space, and paper.

And, speaking of paper: of course, the book walks its talk. It is printed on paper made from environmentally responsible sources as certified by the Forestry Stewardship Council.

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~~*Islands: LiNQ (Literature of Northern Queensland),* Vol. 37, December 2010, Islands Special Issue. 190 pp., Department of Humanities, School of Arts and Social Sciences, James Cook University, Queensland, Australia.~~

~~In their foreword to the current issue of *LiNQ*, the editors quote Australian writer Nettie Palmer in their discussion of "the representation of islands in the literary imaginary." Palmer considered that a place does not exist until it exists "most formidably on paper" (p. 11). Immediately I thought of the formidable, century-long existence on paper of my own island, Prince Edward Island, whose internationally known author, Lucy Maud Montgomery, represented the Island so indelibly in her writing that her depiction is arguably as solid as the geology of the place.~~

~~The latest issue of *LiNQ* impressively realizes Nettie Palmer's criterion for the full existence of place by bringing us islands, eloquently represented, on paper. Islands that float up from the pages, enter into our awareness, and return home to their seas accompanied by the gentlest of tourists, visitors who leave no carbon footprint: readers. Nettie Vance's husband, Vance Palmer, in describing Whitsunday Passage, might also have been describing the effect on the mind of reader-travel: "Its note is a quiet one; the excitement that it rouses in the mind is quiet, too. Seen in the morning light, there is an enchantment about those green shapes that rise from the still water, but they belong to the everyday world, not to some romantic, ethereal one..." (p. 164).~~

~~In her superbly researched essay, "Environment and Colonial Shadows: Green Island 1932," Deborah Jordan writes about the literary and environmental influences of Vance and Nettie Palmer, who lived on Green Island in 1932. Jordan quotes from the diary of the remarkable~~