

book. *The Sea in Modern Strategy* is recommended as an accessible and authoritative outline of why the Russian regime is developing its maritime capabilities.

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Hanne Elliot Fønss Nielsen. *Brand Antarctica: How Global Consumer Culture Shapes our Perception of the Ice Continent*. Lincoln: University of Nebraska Press, www.nebraskapress.unl.edu, 2023. xiv + 250 pp., illustrations, notes, index. US \$60, cloth; ISBN 978-1-4962-2121-6.

The name Antarctica evokes more or less immediately a wide range of stereotypes and perceptions ranging from an ice-covered continent to penguins and heroic stories of exploration. Marketing specialists have successfully used these stereotypes for more than a century to develop marketing campaigns for all kinds of products as well as to fundraise for Antarctic research and exploration. In addition, Antarctica has become a synonym for pristine and clean wilderness, regardless of whether this is really true. Hanne Elliot Fønss Nielsen's new book *Brand Antarctica: How Global Consumer Culture Shapes our Perception of the Ice Continent* provides for the first time an analysis how Antarctica has been used in the context of branding and marketing, and has become a brand in and of itself and an integral part of modern-day consumer-culture.

Divided into six main thematic chapters, the book covers topics from sponsorship during the heroic age of Antarctic exploration, via cold-weather branding, ice-washing and protection of penguins, to Antarctic tourism of today. Altogether Nielsen is telling a carefully researched and convincing story about how Antarctica itself has been developed into a brand despite the no-commercial-activities goal of the Antarctic Treaty. Of course, the commercialization discussed is mainly taking place outside Antarctica, and thus it might be argued that the regulations of the treaty do not apply to this type of commercialization or even that the no-commercial-activities approach for Antarctica itself is part of the commercialization of Antarctica in the rest of the globe.

While the chapters on sponsorship during the heroic age of Antarctic exploration and cold weather branding provide a conventional history of advertisement related to the seventh continent, the following chapter on ice-washing and penguins provides a novel and convincing approach by discussing how the continent has developed into a symbol of pristine nature and purity, and how penguins developed into a universal symbol with a variety of meanings

that are not always directly related to the reality of the birds. The chapter on modern tourism in Antarctica finally showcases how the international tourist industry has managed to develop Antarctica, not only into a successful tourist destination with more than 100,000 visitors per year, but into a destination that is an integral element of bucket lists for people from all over the world.

While the book provides a new and refreshing take on Antarctica, it needs to be mentioned that the examples chosen for the analysis are more or less exclusively taken from Anglo-America. It can be assumed that Nielsen's finding will be valid for most other Western industrialized nations too, but this would need to be confirmed by future research, and it would also need to be asked if the conclusions are also valid for other cultures, especially Asian and African cultures. With Nielsen's book being the first to deal with the topic of Antarctica as a brand, this is by no means a critique of Nielsen's pioneering work, but an observation and a recommendation for future work.

For maritime historians without a direct interest in the polar regions and Antarctica, the main importance of Nielsen's book might be the observation that the commodification of geographic areas is by no means limited to their actual resources but often includes a commodification of the perception of the respective part of the world too. It is hoped that some maritime historian or social scientist will take the book as a stimulation to carry out comparable research on the societal meaning of the oceans in the future.

An index and a bibliography complete the book and allow it to be used as a reference for any research into the complex history of commodification and commercialization of Antarctica, both the real icy continent and the imaginary.

Given the plethora of illustrations available and the high quality of the design of many Antarctica-related advertisements, it is unfortunate that the book includes only a very limited number of reproductions of such advertisements and illustrations. Of course, the book is a scholarly book and not a coffee-table book, and thus an overly rich number of illustrations should not be expected. But for a book focusing its analysis on the history of branding and marketing, some more reproductions would have been helpful.

Overall, the book can easily be recommended to any historian with an interest in Antarctica, as well as everybody else with an interest in the ice continent, regardless if they are an armchair traveler or one of the limited number of people actually having the chance to travel to there. It is a welcome reminder that even the seventh continent is not isolated from global consumer culture and commodification. Furthermore, the book is a strong reminder that commodification is not limited to the actual resources of a certain area, and hopefully will become a stimulus to carry out comparable research on other parts of the globe too.

This reviewer needs to disclose that he has been travelling to and working in Antarctica on a regular basis for more than a decade and thus might

have a different view on the continent than most other readers of the book. Nevertheless, it was an eye-opener and reminder as to the degree Antarctica has become a brand in itself and how perceptions of the icy continent are an integrated part of our modern-day consumer culture. It is hoped that the book will serve as an example that historical and social-scientific research on Antarctica is by no means limited to the traditional canon of topics, but that novel approaches can connect the ice continent directly with the modern consumer society outside Antarctica.

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David Lee Russell. *USS Bogue: The Most Successful Anti-Submarine Warfare Carrier in World War II*. Jefferson, NC: McFarland & Company Inc., www.mcfarlandpub.com, 2023. ix+197 pp., illustrations, appendices, notes, bibliography, index. US \$35.00, paper; ISBN 978-1-4766-9203-6. (E-book available.)

The Battle of the Atlantic was not won in one decisive moment or in one place. It was a campaign fought on tens of thousands of fronts, over thousands of days, in a succession of battles. It was waged across the vast expanse of the Atlantic, and decided the fate of not just England but arguably the western world. Given its complexity, it should not surprise the reader that there are always aspects of this struggle that are not commonly known. Yes, airpower played a significant role in the defeat of the U-boat threat, and a significant aspect of the air-submarine dynamic was the story of the escort carrier. Sometimes referred to as the “jeep carrier” or “baby flattop,” escort carriers were initially produced by converting a merchant hull by adding a flight deck and related equipment. Eventually there were purpose-built ships, still based on merchant-size hulls, for use supporting merchant shipping and naval operations. Lacking the size and armour of larger fleet carriers and having fewer aircraft to operate, these escort carriers could be built rapidly and proved to be an important asset in defeating U-boats.

One of the most impressive of these ships was the USS *Bogue*. A purpose-built escort carrier, it was launched in January 1942 and was the lead ship in its class. Capable of carrying up to 24 aircraft, the *Bogue* had an effective career. Between May 1943 and January 1945, it was credited with an impressive total of ten German U-boats and 2 Japanese submarines. The *Bogue* and its sister ships played a major role in shutting down the German submarine threat and, in the process, not only saved the lives of many merchant sailors but likely helped to shorten the war. However, very few people know of the history of