I think the book mentioned is "The Man of the Year in 1972." It discusses the election of Richard Nixon and his role as the Man of the Year. The book seems to focus on the political aspects of the election and Nixon's presidency, rather than on a broader topic like agriculture or the economy. Although the book is not directly related to the concept of "Steady cheaper in Leningrad?" as mentioned, it provides insight into the political climate and decision-making processes that may have influenced economic decisions, such as those related to food prices in Leningrad.