

**Prediction Techniques for Marketing Planners.**

COLIN PEARCE.

*Cassell, London, 1971. 254 pp. £4.50.*

This book "is intended to create awareness of the potential which exists in the quantitative approach rather than (to) specify, in detail, mathematical techniques". Its approach is to introduce the reader to a few techniques such as moving averages, e.w.m.a., trend curves and Bayesian probabilities. If the formulae are simple they are presented "straight" without explanation. The "model" (in this case 'econometric') approach is presented. Two lengthy case studies are included. Is it a book then that we should be pleased to see management reading? Well it is at times confusing. Exogeneous variables are described as "those variables independent of the random variable" which cannot really be the most helpful definition possible. Nowhere is there a hint that the scientific approach can be fun. Sometimes too much is assumed of the reader. For instance, he is assumed to be happy with expected value calculations and serial correlation. At other times quite simple points are stretched into pages. Chapter 6 illustrates this well. At the end of a straightforward, non-mathematical discussion on decision-making the reader is referred to Fishburn's "Decision and Value Theory".

The price is surely too high.

C. J. EASINGWOOD

**Structures Ordonnées et Algèbres de Boole.**

ROBERT FAURE and EDITH HEURGON.

*Gauthier-Villars, Paris, 1971. 292 pp.*

In the present discussion about the new structure of the ORS, one of our past presidents, Roger Eddison, quoting from the writing of another past president, Stafford Beer, makes the undoubtedly valid point that . . . "OR is concerned with the great unstructured problems, which some group of scientists ought to attack in collaboration with management . . .".

If we interpret this that one of our tasks is to attempt the construction of models of what appear to be amorphous situations, it is likely that at least some models will be non-quantitative but nevertheless mathematical. Hence, the OR scientist must be capable of understanding and applying mathematical logic.

The number of papers and books published on this subject appears to be small relative to other mathematical subjects, and the majority of the published material is not in the English language.

The book under review is in French. It is a textbook on Lattices and Boolean Algebras. As if to confirm my remark in the previous paragraph, our library (Cranfield Institute of Technology), which is well stocked with mathematical