



Management Science

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Book Reviews

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NED SCHILLING has been promoted to Associate Professor in the College of Business Business Administration, Pennsylvania State University.

HENRI THEIL has joined the Center for Mathematical Studies in Business and Economics of the University of Chicago as its Director. He is also University Professor of Econometrics and Management Science.

Theil recently participated in a meeting of the Advisory Committee of the Brookings Model, the Brookings Institute, Washington, D.C.

BRYAN L. WILKINSON has joined the Management Sciences Division of the Security First National Bank as a senior staff member. He was formerly Manager of Management Information at ITT-Gilfillan.

BOOK REVIEWS

Editor: Philburn Ratoosh, Center for Research in Management Science, Stephens Hall, University of California, Berkeley, California 94720.

No book reviews are available for this issue of MANAGEMENT SCIENCE. The list of books received is printed below.

BOOKS RECEIVED

- ADAMS, CHARLES F. *Common sense in advertising*. New York: McGraw-Hill Book Company, 1965, \$5.95 (paper), 200 pp.
- BERGE, CLAUDE AND A. GHOUILA-HOURI. *Programming, games & transportation*. London: Methuen and Co., Ltd., 1965, 55s net, 260 pp.
- BRYANT, ROBERT, LL.B. *A modern view of the law relating to employment*. New York: Pergamon Press, 1965, \$2.45 (paper), 116 pp.
- CHAPANIS, ALPHONSE. *Man-machine engineering*. Belmont, California: Wadsworth Publishing Co., Inc., 1965 (paper), 134 pp.
- FOENANDER, ORWELL DE R. *Shop stewards and shop committees: a study in trade unionism and industrial relations in Australia*. Melbourne, Australia: Melbourne University Press, 1965, 137 pp.
- HARTLEY, W.C.F., F.C.A., F.C.W.A. *Introduction to business accounting for managers*. New York: Pergamon Press, 1965, \$2.95 (paper), 143 pp.
- INSTYTUT EKONOMIKI I ORGANIZACJI PRZEMYSŁU. *Problemy ekonomiki i organizacji produkcji i pracy*. Warsaw, Poland: Wydawnictwo Przemysłu Lekkiego i Spożyczego, 1965 (paper), 309 pp.
- KOCK, SVEN E. *Foretagsledning och motivation*. Helsingfors, Finland: Skrifter utgivna av Evenski Handleshogskolan, 1965, 284 pp.
- MARCH, JAMES G., (ed.). *Handbook of organizations*. Chicago, Illinois, Rand McNally & Co., 1965, \$20.00, 1247 pp.
- PREKKOPA, ANDRAS, (ed.). *Colloquium on applications of mathematics to economics*. Budapest, Hungary: Akademiai Kiado, 1965, \$12.00, 367 pp.
- RAO, C. RADHAKRISHNA, *Linear statistical inference and its applications*. New York: John Wiley & Sons Inc., 1965, \$14.95, 522 pp.
- RAPOPORT, ANATOL AND ALBERT M. CHAMMAH, *Prisoner's dilemma*. Ann Arbor, Michigan: University of Michigan Press, 1965, \$7.50, 258 pp.

- REITMAN, WALTER R. *Cognition and thought: an information-processing approach*. New York: John Wiley & Sons, Inc., 1965, \$7.95, 312 pp.
- STAGNER, ROSS AND MJALMAR ROSEN. *Psychology of union-management relations*. Belmont, California: Wadsworth Publishing Company, Inc., 1965 (paper), 147 pp.
- WATERSON, ALBERT. *Development planning: lessons and experience*. Baltimore, Maryland: The Johns Hopkins Press, 1965, \$10.75, 706 pp.

ANNOUNCEMENTS OF PUBLICATIONS

Survey of Scientists

A survey of the activities and attitudes of 4,751 U.S. scientists and research managers in the major disciplines of biology, chemistry, mathematics, and physics is available through the Clearinghouse, U.S. Department of Commerce. The study shows that most of the biologists and mathematicians are employed by universities, the chemists by industry, and the physicists about evenly by colleges, industry, and the Federal Government. One scientist in 20 is a woman, and a majority of both male and female scientists have doctorates in their fields. Those in all four professional groups are more likely to be interested in remaining in research positions than in moving into management, and a sizeable number of research managers wish to return to nonmanagerial posts in the future.

To get the report order *AD-620 376 WORK ACTIVITIES AND ATTITUDES OF SCIENTISTS AND RESEARCH MANAGERS: DATA FROM A NATIONAL SURVEY* from Clearinghouse, U.S. Department of Commerce, Springfield, Va. 22151, price \$6.00 . . . Stanford Research Institute, Menlo Park, Calif., for the Air Force, May 1965, 223 pages.

New Management Magazine

MANAGEMENT SERVICES is the title of a new magazine for accountants, business executives, and management experts. More information about this new bimonthly publication can be obtained by writing: MANAGEMENT SERVICES, 666 Fifth Ave., New York, N.Y. 10019.

Man-Machine Communication in English

Recent U.S. Government-sponsored R&D has advanced the field of man-machine communication to the point that computer systems can now be built using conventional English for instruction. This is a significant development because present-day computers require highly specialized language prepared by programmers.

A report available from the Clearinghouse U.S. Department of Commerce describes the work of General Electric for the U.S. Air Force on the DEACON (Direct English Access and Control) experimental computer model. Although this model has not been perfected, GE says it clearly establishes the feasibility of using conventional English for input and control, and it points the way toward the design of a prototype computer that will work.

To achieve understanding, the computer will come equipped with counterparts to conventional English, and it will be able to interpret sentences fed to it. Thus, within a limited vocabulary, the computer will make decisions not only about the particular spatial relationships of the words in a sentence, but also about the