



Operations Research

Publication details, including instructions for authors and subscription information:
<http://pubsonline.informs.org>

Books Received

To cite this article:

(1965) Books Received. Operations Research 13(4):683-684. <https://doi.org/10.1287/opre.13.4.683>

Full terms and conditions of use: <https://pubsonline.informs.org/Publications/Librarians-Portal/PubsOnLine-Terms-and-Conditions>

This article may be used only for the purposes of research, teaching, and/or private study. Commercial use or systematic downloading (by robots or other automatic processes) is prohibited without explicit Publisher approval, unless otherwise noted. For more information, contact permissions@informs.org.

The Publisher does not warrant or guarantee the article's accuracy, completeness, merchantability, fitness for a particular purpose, or non-infringement. Descriptions of, or references to, products or publications, or inclusion of an advertisement in this article, neither constitutes nor implies a guarantee, endorsement, or support of claims made of that product, publication, or service.

© 1965 INFORMS

Please scroll down for article—it is on subsequent pages



With 12,500 members from nearly 90 countries, INFORMS is the largest international association of operations research (O.R.) and analytics professionals and students. INFORMS provides unique networking and learning opportunities for individual professionals, and organizations of all types and sizes, to better understand and use O.R. and analytics tools and methods to transform strategic visions and achieve better outcomes. For more information on INFORMS, its publications, membership, or meetings visit <http://www.informs.org>

of items that may be used as source material, and others that can broaden his perception of the subject.

PAUL BROCK
The Rand Corporation

Books Received

- H. IGOR ANSOFF, *Corporate Strategy: An Analytic Approach to Business Policy for Growth and Expansion*, McGraw-Hill Book Co., New York, N. Y., 1965, 255 pages, \$7.50.
- WILLIAM J. BAUMOL, *Economic Theory and Operations Analysis, Second Edition*, Prentice-Hall, Englewood Cliffs, N. J., 1965, 622 pages, \$13.00. A revised and expanded version of a 1961 book reviewed in this journal 9, 759 (1961).
- JOHN C. G. BOOT, *Quadratic Programming: Algorithms—Anomalies—Applications*, Rand McNally & Co., Chicago, Illinois, 1964, 231 pages, \$6.50.
- A. D. BOOTH, *Digital Computers in Action*, Pergamon Press, Oxford, England, 1965, 154 pages, 10 shillings (paper). For a comment, see the later *Notes* in this issue.
- K. A. BROWNLEE, *Statistical Theory and Methodology in Science and Engineering, Second Edition*, John Wiley & Sons, New York, N. Y., 1965, 608 pages, \$18.50.
- MICHEL CARVALLO, *Principes et Applications de l'Analyse Booléenne*, Gauthier-Villars, Paris, France, 1965, 145 pages, 30 francs (paper).
- HERBERT FREEMAN, *Discrete-Time Systems: An Introduction to the Theory*, John Wiley and Sons, New York, N. Y., 1965, 255 pages, \$10.00.
- C. F. GRAHAM, *Work Measurement and Cost Control*, Pergamon Press, Oxford, England, 1965, 229 pages, 17 shillings 6 pence (paper).
- IRWIN GUTTMAN AND SAMUEL S. WILKS, *Introductory Engineering Statistics*, John Wiley & Sons, New York, N. Y., 1965, 356 pages, \$7.95.
- PETER LANGHOFF (editor), *Models, Measurement, and Marketing*, Prentice-Hall, Inc., Englewood Cliffs, N. J., 1965, 224 pages, \$8.50. A set of nine essays by the editor, C. WEST CHURCHMAN, HAROLD W. KUHN, MARTIN K. STARR, SEBASTIAN B. LITTAUER, ALFRED A. KUEHN, WILLIAM J. BAUMOL, PAUL E. GREEN, and GUY-ROBERT DETLEFSEN.
- LILLIAN LEVY (editor), *Space: Its Impact on Man and Society*, W. W. Norton & Co., New York, N. Y., 1965, 244 pages, \$4.50. The editor, a member of the staff of NASA's Office of Public Affairs, has assembled here 22 expository essays by LYNDON B. JOHNSON, JAMES E. WEBB, WILLIAM C. FOSTER, BERNARD A. SCHRIEVER, GLENN T. SEABORG, and others.
- MANEA MANESCU (editor), *Calcul Economic*, Publishing House of the Academy of the Rumanian People's Republic, Bucharest, Rumania, 1964, 1051 pages, no price. For a comment on this volume, see the later *Notes* in this issue.
- ADRIAN M. McDONOUGH AND LEONARD J. GARRETT, *Management Systems: Working Concepts and Practices*, Richard D. Irwin, Inc., Homewood, Illinois, 1965, 329 pages, \$9.65.
- JOSEPH J. MODER AND CECIL R. PHILLIPS, *Project Management with CPM and*

- Pert*, Reinhold Publishing Corporation, New York, N. Y., 1964, 299 pages, \$8.50.
- NATIONAL SCIENCE FOUNDATION, *Scientific and Technical Personnel in the Federal Government, 1961 and 1962*, NSF 65-4, Superintendent of Documents, U. S. Government Printing Office, Washington, D. C. 20402, 1965, 58 pages, 40 cents (paper). For a comment on this publication, see the later *Notes* in this issue.
- MIROSLAV NECHLEBA, *Theory of Indirect Speed Control*, John Wiley & Sons, New York, N. Y., 1964, 273 pages, no price. Translated from Czech by A. H. HERMANN and published jointly by SNTL—Publishers of Technical Literature, Prague, and John Wiley and Sons, Ltd., London.
- STANFORD L. OPTNER, *Systems Analysis for Business and Industrial Problem Solving*, Prentice-Hall, Englewood Cliffs, N. J., 1965, 128 pages, \$6.95.
- LOUIS B. RALL (editor), *Error in Digital Computation, Volume I*, John Wiley and Sons, New York, N. Y., 1965, 334 pages, \$6.75. The proceedings of an "advanced seminar" conducted by the Mathematics Research Center, US Army, at the University of Wisconsin, October 5–7, 1964. The results of the seminar are surveyed in five essays: "The Problem of Error in Digital Computation," by JOHN TODD; "Techniques for Automatic Error Monitoring and Control," by ROBERT L. ASHENHURST; "The Automatic Analysis and Control of Error in Digital Computing Based on the Use of Interval Numbers," by RAMON E. MOORE; "Error in Digital Solution of Linear Problems," by ERNEST L. ALBASINY; and "The Propagation of Error in the Digital Integration of Ordinary Differential Equations," by PETER HENRICI. In addition to the references for each essay, the book concludes with a general bibliography of 903 items.
- ROBERT C. SAMPSON, *Managing the Managers: A Realistic Approach to Applying the Behavioral Sciences*, McGraw-Hill Book Co., New York, N. Y., 1965, 282 pages, \$7.95.
- GEORGE SCHWARTZ (editor), *Science in Marketing*, John Wiley & Sons, New York, N. Y., 1965, 532 pages, \$9.95. A cooperative effort of 19 contributors.
- GEORGE SHORTLEY AND DUDLEY WILLIAMS, *Elements of Physics, Fourth Edition*, Prentice-Hall, Inc., Englewood Cliffs, N. J., 1965, 976 pages, \$11.75.
- H. THEIL, *Optimal Decision Rules for Government and Industry*, Rand McNally & Co., Chicago, Illinois, 1964, 382 pages, \$9.50.
- HOWARD THOMPSON, *Joint Man/Machine Decisions: The Phase beyond Data Processing and Operations Research*, Systems and Procedures Association, 7890 Brookside Drive, Cleveland, Ohio 44138, 1965, 167 pages, \$6.00.
- S. VAJDA, *Leçons sur la Programmation Mathématique*, Dunod, Paris, France, 1965, 169 pages, 19 francs (paper). A translation into French by H. Nozet of the second edition (1962) of the author's *Readings in Mathematical Programming*; the first edition (1958) was reviewed in this journal by ROBERT B. FETTER, 7, 404 (1959).
- ARTHUR F. VEINOTT, JR. (editor), *Mathematical Studies in Management Science*, The Macmillan Co., New York, N. Y., 1965, 495 pages, \$7.95. An anthology of 37 papers reprinted from the first eight volumes of *Management Science*. There is a foreword by C. WEST CHURCHMAN, and the editor has contributed two unifying commentaries.