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The Analyst's Bookshelf

Reviews

GEORGE SCHWARTZ (editor), *Science in Marketing*, John Wiley and Sons, New York, N. Y., 1965, 532 pages, \$9.95

IF THERE is science in marketing, the various contributors to *Science in Marketing* have found very little of it. In a broad survey of a vast and as yet unclearly defined field, nineteen authors have reached a common agreement: marketing may be an art, it may be a discipline of great dimension, and it may strive for objectivity and quantification, but it does not now qualify as a science.

A considerable expenditure of talent has gone into the making of *Science in Marketing*. Scholars from all over the United States, and one from Canada, have thoughtfully approached the various aspects of marketing, most of them completely, if not all thoroughly. The result is a useful and stimulating textbook. An anthology almost by definition must be uneven in pace and varying in scholarship. This one is at times wordy, superficial, starry-eyed, and obvious. It washes dirty linens in public. At other times it is studied and authoritative. Most of the contributors explore the state of existing knowledge and point the way to future research, and these are their dual objectives.

Within the context of these objectives, there is a consensus that marketing must, and some day will be, a science. But there is a pervading regret that all the scientific tools that marketing scholars have attempted to use have not yet forged one. When not preoccupied with this frustration, our authors give a clear historical perspective to marketing. We get continuity from the past, a photograph of the present, and a hopeful look into tomorrow, when the contributions of mathematics and social science will usher in a golden age of marketing.

We can only hope that the scholars' efforts will not be futile. Unmindful of their lack of science, and blissful in their ignorance of the campus, successful marketing practitioners reap handsome rewards. In a rough-and-tumble continuing contest, inventiveness, imagination, and intuition are the assets that pay off, not science. Predictions based on statistical extrapolations have not yet anticipated the vagaries of consumer taste and fashion.

All of this may change in the future, and there may never be another Edsel, whether or not our complacency demands one. If the marketing scholars have their way we may put an end to economic waste, but also to an era that is as colorful as Carnaby Street and as exciting as the hula hoop.

SEYMOUR T. R. ABT

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Books Received

J. ABADIE (editor), *Nonlinear Programming*, John Wiley & Sons, New York, N. Y., 1967, 338 pages, \$13.00. The thirteen chapters and appendix are contributed