

Of course, the knowledgeable reader will know that the liquor consumer is, in fact, positioned within a more complex field (institutional, political, cultural, for example) than is brought forward by the personality psychologists. The authors do not enlighten us about reasons for the change from revulsion to high consumption by one individual from occasion to occasion, or by one society from one month to the next, nor is even speculation directed toward such variant behavior. Even though the theory of *The Drinking Man* may account for what may be termed normal social drinking, it does not provide an insight into why per capita consumption in the United States was as high in 1946 as it was in 1967.

The findings within the volume are pertinent to thought about public relations issues within the alcoholic beverage industry. But inferences regarding marketing concepts will have to be drawn by readers themselves, should their interest so direct them. Insofar as marketing planners are prepared to formulate objectives for their marketing functions, the characteristics of psychological need, which *The Drinking Man* identifies, are foundation stones upon which marketers may erect structures to house segments of consumer demand.

But such lapses or diversions should not tease the reader's eye away from the central light which shines through the book: men generally consume liquor in moderation for good purpose and with beneficial effect; liquor abused represents an effort toward adjustment by assertive persons to a reality perceived as threatening; liquor abusers can be helped to learn to face reality and to cope with perceived threats to the person (or the social group). Such light raises to a new power the illumination upon the field of research into alcoholic beverage consumption.

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Modern Mathematical Methods for Economics and Business. By RONALD E. MILLER.

New York: Holt, Rinehart & Winston, 1972. Pp. xii+488.

The strongest point of this introductory text is the clarity with which fundamental mathematical concepts are presented. In the first four chapters matrix algebra, systems of linear equations, optimization of functions of one and two variables, and multivariate optimization are reviewed. These chapters will serve a useful consolidating function for the reader who has had previous exposure to such material. While the author does a very good job of explaining the relationship of the important mathematical concepts, he proceeds a bit too abstractly for most novices. For the mathematically inclined student, the presentation is carefully constructed. At each stage the author builds upon notions introduced earlier to develop a sound, integrated foundation in the basics of optimization.

These chapters are followed by one which demonstrates the use of optimization in inventory and queueing theory. While it is not on a par with other chapters in the book, it may provide a base for instructors who wish to incorporate some probabilistic modeling into their course.

The remaining four chapters introduce the reader to mathematical programming. The coverage includes linear programming, integer programming, game theory, the transportation problem, the assignment problem, quadratic programming, gradient methods, separable programming, cutting-plane method, sequential unconstrained techniques, and differential gradient methods. For a text at this level, the presentation of nonlinear programming is rather well done. The author capitalizes on the foundation which was carefully developed at the beginning of the text and presents the reader with a clear picture of the implications of nonlinearity on the nature of optimal solutions and on the techniques for obtaining an optimal solution. While a fine job is also done in presenting the relationship of linear programming to the general optimization problem, the simplex algorithm is treated more mechanically than the general tone of the text would lead one to expect. In brief, the author does a good job of providing an introductory-level presentation of the mathematical structure of optimization problems.

As a text, the weak point of the book is its limited number of examples and problems. No pretense is made at motivating students with examples. This is left to the instructor. As a result, I doubt that this book will be very successful with many M.B.A. students. However, it will serve very well as a sound introduction to optimization for the mathematically inclined reader.

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