Artificial Intelligence in Economics and Management
L.F. PAN (Editor)
North-Holland, Amsterdam, 1986. 292 pp. US$48.25
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This is a collection of some 33 papers selected from an IFAC-sponsored conference in March 1985(!), where the broad theme was the title of this book. The conference was motivated by the fact that few AI researchers had addressed economic or management issues, while, at the same time, practising economists were unaware of the potential of AI technology.

This volume does nothing to break the communication vacuum between researchers and managers. The stated aim of collecting previously scattered information certainly appears to have been achieved; that it remains scattered within the 300 pages does not help the reader. Indeed, the only editorial input seems to be to group the papers into the following sections:

- methodology: reasoning fuzzy representations;
- project planning and decision support systems in research allocation;
- applications in financial and credit analysis;
- applications to games and multi-criteria policy analysis;
- applications in macro-economic analysis and modelling;
- applications in public service;
- applications in business management;
- applications in office automation;
- applications in manufacturing.

Even within this taxonomy, the variability between the papers, not only in terms of theory versus application, but also, more fundamentally, with regard to content, is considerable.

To conclude, this text offers little, if anything, to the practising economic/management community. Indeed, it would be this reviewer's assessment that such people, on picking up this volume, would be further isolated from AI technology – with good justification. Moreover, I found little to excite any AI researchers, except perhaps the 140 conference delegates.

Given this market assessment, my only significant reaction is, why do publishers continue to publish such poorly produced text?

CHRIS BEAUMONT

Discrete Choice Analysis: Theory and Application to Travel Demand
MOSHE BEN-AKIVA and STEVEN R. LERMAN
MIT Press, Cambridge MA and London, 1985. 390 pp. £32.50
ISBN 0 262 02217 6

Transport services continually change, and in the wake of these changes the market shares of different forms of travel alter. The number of trips, the choice of destination, and the relationship between travel time and travel cost are affected too. In order to predict the demand for these services, and to evaluate the impact of change, we need tools that can cope with micro-level data. One of the most popular of these tools is the discrete-choice model.

When people are deciding whether to travel by car or use some form of mass transit, they are faced with a discrete choice. Ben-Akiva and Lerman use this simple example to outline the basic principles (issues such as the method of estimation, theories of individual choice, and the derivation of operational models for binary