

Book Selection

to a sixth-former, who is interested in applied economics, but much of it is a waste of time. As a final remark, would the publishers please note that the only difference between pp. 64 and 65 is the page number—the texts are identical. Not that it matters very much.

R. M. ADELSON

REFERENCES

¹ R. M. ADELSON Discounted cost flow—can we discount it? *J. Bus. Finance* 2, 50.

² R. M. ADELSON (1971) D.C.F.—the other point of view. *Moorgate and Wall Street*. Spring 1971.

Marketing Logistics and Distribution Planning.

M. CHRISTOPHER and G. WILLS (Editors).

George Allen & Unwin, London, 1972. 392 pp. £12.25.

This book is stated to provide the most comprehensive British review of the most recent thinking in the area of physical distribution management. There is certainly no doubt that the range of subject matter is wide with chapter titles including sea and canal transport and retail management. However, in spite of being informed that the book will appeal alike to the active distribution planner and the student of logistics, the reader is left with the feeling that the potential market has been drawn too widely. Whilst a lot of interesting facts are presented and there are very many with which the operational researcher will be unfamiliar, he is unlikely to appreciate elementary expositions of linear programming, inventory control and warehouse location. On the other hand, the distribution executive knows from bitter experience that it costs more to serve some customers than others and that the decision to own, lease or hire is very complex. What he needs is to be shown in detail how to start to solve the problems created in such circumstances but this is not done. Moreover he might doubt some of the apparently factual statements.

The chapters have been specially commissioned from different authors and this has led to some repetition, which could have been avoided. It has also created some apparent inconsistency in theme. For example, the first writer stresses the importance of the total physical distribution concept but one reads in a later chapter that the quantitatively defined optimum warehouse location configuration was not accepted by the company involved because service to customers had not been included in the calculations.

A. MERCER

Management Control.

SAMUEL EILON.

MacMillan, London, 1971. 207 pp. £6.25.

In his preface Professor Eilon takes great pains to avoid making lavish claims for this volume. He states that he is not offering a comprehensive treatment, nor