

**Operations Research in Decision Making.**

J. P. IGNIZIO and J. N. D. GUPTA.

*Crane Russak & Co. Inc., U.S.A. 343 pp. Cloth \$17.50. Hard \$9.50.*

This book was written to introduce the reader to the methods and applications of Operations Research in organisational decision making and to encourage him to explore the subject further. It achieves these aims by providing a very thorough overview of the various approaches used in solving defined problems, whilst avoiding the theoretical background. The text is very readable, with a convenient balance between explanatory text and worked examples. It should prove a useful acquisition for the library or for an individual seeking a non-technical introductory volume.

C. R. SERGEANT

**The Economics of the Corporate Economy.**

JAMES B. HERENDEEN.

*Denellen Publishing Company, 1975. pp 262. U.S. \$15.00.*

An excellent review of modern theories of managerial enterprise of use to students of microeconomics in developed into a growth-oriented model of the firm. This extension, whilst not a major contribution to theory, compares well with value maximisation models. Various empirical topics are also discussed, including advertising, the behaviour of corporate profits and dividends, concluding with their effects upon American politics.

D. J. PALMER