

plus harder work on the part of the authors would have produced a much more valuable book.—*Thomas L. Bonn, Electronic Media Center Librarian, State University of New York, College at Cortland.*

Robinson, Arthur H., and Petchenik, Barbara Bartz. *The Nature of Maps: Essays toward Understanding Maps and Mapping*. Chicago: Univ. of Chicago Pr., 1976. 138p. \$8.95. LC 75-36401. ISBN 0-226-72281-3.

The Nature of Maps consists of six essays which together are an impressive attempt to provide a general theory of cartography. The essays are: On Maps and Mapping; the Map as a Communication System; Mapping, Language and Meaning; Seeing and Mapping; the Conception of Space; and Structure in Maps and Mapping. Drs. Robinson and Petchenik are eminent cartographers, well versed in the literature of their own field as well as related disciplines such as logic, philosophy, linguistics, information theory, and psychology.

Generally, cartographers have been primarily concerned with various technical innovations and not the theoretical problem of how a map acquires meaning from its maker and elicits meaning in its user. In order to understand the communicative process in maps, the authors provide an analysis of other types of communications and demonstrate their relationship to cartography. What the authors are delineating is a broad research paradigm specific to this discipline, with the emphasis shifting from the "map as a static graphic display to the cognitive and perceptual activities of the individuals who interact with maps."

This is the first detailed analysis of the philosophical basis of cartography and the treatment of the map as a cognitive system. It is a highly sophisticated benchmark work which treats in great detail issues which have been only briefly raised by earlier researchers: for example, the fundamental character of meaning in the mapping system, physiological and psychological insights into visual cognition, development of the ability to visualize and form images of the perceptual stimuli themselves, and acquisition and character of spatial knowledge.

The volume is well documented with numerous references to scholars in the sci-

ences and humanities, such as R. Carnap, E. Cassirer, J. Piaget, M. Polyani, and E. Imhof. It should be noted that this is far from the easiest book to follow, for either the cartographer or the librarian. It is a major contribution toward a general theory of cartography and clearly demonstrates that the "concept of spatial relatedness which is of concern in mapping and which indeed is the reason for the very existence of cartography, is a quality without which it is difficult or impossible for the human mind to apprehend anything." *The Nature of Maps* is recommended for most four-year college and university libraries.—*Alan Edward Schorr, Assistant Professor, Elmer E. Rasmuson Library, University of Alaska, Fairbanks.*

A Reader in Library Management. Edited by Ross Shimmon, and with linking commentaries by John Allred, K. H. Jones, Peter Jordan. London: Clive Bingley; Hamden, Conn.: Linnet Books, 1976. \$10.00. 213p. LC 76-10382. ISBN 0-85157-194-8, Bingley; 0-208-01378-4, Linnet.

The purpose of this reader "is to present, in an accessible and convenient form, a group of articles which have been found to be of more than average usefulness by several lecturers with courses in library management." The twelve articles chosen are from British, American, and Canadian journals, dated between 1968 and 1974.

The text itself is divided into five sections: management, planning, organization, personnel, and evaluation. The articles chosen to discuss issues relating to these five topics provide a general introduction to library management theory. "The Need for Administrative Know-How in Libraries" by Beatrice V. Simon is well-placed as the initial selection and provides a synoptic review of the literature and concepts of management science.

In "Creative Library Management" K. H. Jones distinguishes between the narrowness of mechanistic librarianship and a more encompassing existential view of library service. P. H. Sewell and J. R. Haak point up the need for library goals on a national level and in undergraduate libraries, respectively.

"A Systems Concept of Organization and Control of Large University Libraries" by

G. C. Burgis presents a "team approach to library administration." A matrix interrelating public and technical services personnel produces teams to provide administrative alternatives to management problems.

Maslow's hierarchy of needs and Herzberg's hygiene and motivation factors form the basis for the two articles on personnel. B. G. Dutton's "Staff Management and Staff Participation" gives an overview of theories of organizational structure. K. H. Plate and E. W. Stone replicate Herzberg's theorem with library personnel in "Factors Affecting Libraries Job Satisfaction."

Standards for library evaluation are found in "Review of Criteria Used to Measure Library Effectiveness" by E. Evans, H. Borko, and P. Ferguson. This is a review article on the literature of library standards; an extensive list of fifty-five references is included.

A *Reader in Library Management* succeeds in fulfilling its purpose, presenting seminal articles on library management in a volume of reasonable length. The emphasis throughout is on management techniques and theory as applicable to libraries. Because the articles are theoretic, this text would appear to be most meaningful to practicing administrators or to students in conjunction with case studies.

There are a few shortcomings in the format of this reader. Typographical errors in the text and on at least one matrix may cause some confusion. Were the credentials of the contributor located at the beginning of each article, the reader might have had more appreciation for the writer's point of view. This anthology is recommended to libraries collecting comprehensively in library administration.—*Ralph D. Arcari, Acting Director of Libraries, University of Connecticut Health Center, Farmington.*

Taubert, Sigfred, ed., *The Book Trade of the World; Volume II, The Americas, Australia, New Zealand*. New York, Bowker, 1976. 377p. \$36.00. LC 72-142165. ISBN 3-578-04567-5.

Part one of this valuable set (slated for completion in three volumes) appeared in 1972 and covered Europe and international agencies. Although it received considerable notice in library and book magazines, it was not evaluated in this journal. For those in-

terested in an appraisal, probably the most thorough review of the first volume was that by David Kaser (*Library Journal* 97: 3556 (Nov. 1, 1972)).

The format established in the earlier volume continues in the second. Local experts, for the most part, were asked to submit data for their countries under thirty-five headings: among these are country information, past and present, trade press, market research, book production, publishing, bibliophily (I like that word!), and book exports. If there was nothing to report under one of the individual headings, it was deleted. There are forty-four articles about separate countries and dependencies, as well as overall surveys of Latin America, the British West Indies, and the West Indies Associated States. Twenty-two individual writers contributed the articles. The length of each varies from twenty-eight pages for the U.S. to three for Surinam.

This set is infused with a sense of purpose. "Never before," editor Taubert asserts, "have all branches of the book trade had so great or promising a mission in uniting the nations as they have today. . . . Publishing and trading in books is an act of bridge building between authors and readers, country and country, continent and continent." Taubert is, of course, uniquely qualified for this undertaking. He is the former director of the famed Frankfurt Book Fair and a respected figure in the international book trade. He is widely known here for his magnificent *Bibliopola* (Bowker, 1966, 2v.), the first "iconography" of the book trade.

BTW II is no mere directory or compendium of statistics. It contains substantial narrative material. I found the historical portions in the "Past & Present" sections particularly informative. The bibliographies for each country and topic point the concerned reader to further sources of information. Just as others have noted of the first volume, volume II also contains succinct information either not readily available elsewhere or not otherwise obtainable at all.

Publication delays have regrettably rendered a certain portion of the data obsolete. For example, book production and sales statistics are mostly old—1970 vintage, and there are few bibliographical ci-