

implications of, serotonin (S. Udenfriend, H. Weissbach, and D. F. Bogdanski); (viii) central neurohumoral agents (B. B. Brodie and P. A. Shore); (ix) adrenolutin as a psychomimetic agent (A. Hoffer); (x) metabolism of thyroid hormones by brain tissue (J. R. Tata); (xi) thyroid treatment and appetite for alcohol (C. P. Richter); and (xii) thyroid hormones and mental health (R. W. Rawson, H. Koch, and F. F. Flach).

The section on serotonin is especially good. Woolley concludes: ". . . sufficient evidence has been found to suggest that serotonin plays a role in the brain, and that the pharmacological interference with this function there may influence mental and neurological processes. There is no proof that these relatives (analogs) of serotonin do not affect other processes aside from those concerned with serotonin, and these other processes may be of great importance. However, the use of analogs of serotonin has brought to light so many phenomena related to mental function as to suggest a participation of this hormone in normal mental process." Furthermore, the biochemical studies on serotonin by Udenfriend, Weissbach, and Bogdanski provide additional evidence indicating that serotonin has a role in the function of the brain: (i) serotonin is found in the brain, (ii) enzymes which both make and destroy serotonin are found there, and (iii) increasing amounts of serotonin in the brain, as with 5-hydroxytryptophan, or decreasing it by pyridoxine deficiency produce marked central difficulties. Finally, the pharmacological effects produced by indole drugs give added proof of an important central function for serotonin.

Allan C. Goldstein's chapter, which includes a large amount of work accomplished in association with Frank A. Beach, is a rather thorough account of numerous observations on the experimental control of sex behavior in animals. From these observations it is rather evident that the lower spinal cord, the hypothalamus, the amygdaloid complex, and the cerebral cortex are important structures for the sexual act. As for the status of our knowledge pertaining to a relationship between hormone action and neural functioning, Goldstein admits that little is known beyond what was said by Beach and Philip Bard in 1940. The development of newer techniques, however, provides promise of obtaining pertinent information in this area.

The title of this book is somewhat out of proportion to the subject matter it contains. Notably absent are the groundbreaking contributions of G. W. Harris, J. D. Green, C. H. Sayer, A. Rathballer, Jacob de Groot, G. Sayers, David Hume, and Monte Greer. These names are synonymous with neuroendocrinology. The

value of this little book could have been greatly enhanced by the incorporation of the newer observations from Harris and his school and from the Los Angeles group.

JOSEPH T. VELARDO
Yale University School of Medicine

Models of Man. Social and rational. Mathematical essays on rational human behavior in a social setting. Herbert A. Simon. Wiley, New York; Chapman & Hall, London, 1957. 287 pp. \$5.

Herbert Simon's 16 "mathematical essays on rational human behavior in a social setting," gathered together under the title *Models of Man*, have appeared in recent years as separate technical articles. He has organized them into four groups and prefaced each section by a short introduction that establishes the common theme. Although the mathematical demands are not unduly severe or the mathematics unconventional, the book will be accessible mainly to those who have some knowledge of the general problem area and some technical facility with classical mathematics. Social scientists who possess the requisite skills should find much of the volume congenial. It is not polemic. ("In the long run, mathematics will be used in the social sciences to the extent that it provides a sufficiently powerful language of analysis and exposition to justify the time and effort required to use it.") And, in several of the papers, Simon has taken a well-known social theory as his starting point (see, for example, his formalizations of Festinger's and Homans' theories of group interaction).

There are three central, but independent, themes in the book: causation, social adaptation, and limited rationality. In the first series of essays, causation is treated essentially as unilateral interaction within a dynamic system, which is what Simon feels that practicing scientists—in contrast to philosophers—mean by the concept. The analysis is limited to those dynamic systems that can be described by certain fairly narrow classes of equations. These ideas for handling asymmetric relations are then applied to two substantive problems: political power and the influence of a social prediction (for example, prediction of the outcome of an election) on the actual outcome.

The first three papers on social adaptation, which formalize three current theories of group process, use familiar differential equation techniques to study social equilibriums and stability in human groups that are characterized in terms of certain aggregated group vari-

ables. As in the theories, no real analysis of the nature of the basic variables is presented, and, although this question is discussed in the introduction to the section, it is not disposed of to my satisfaction. "Friendliness," "activity," and "pressure to communicate" are extremely subtle, complex notions that are not clearly numerical in nature, and any model that assumes that they are may well have a fragile foundation. The final essay in this section—the best of the 16, to my mind—offers a general statistical mechanism to account for the diverse social distributions that exhibit the relationship known as Zipf's "law" or the rank-size rule.

Simon's final thesis is that "it is time to take account—and not merely as a residual category—of the empirical limits on human rationality, of its finiteness in comparison with the complexities of the world with which it must cope." He advocates a principle of bounded rationality under which, among other things, the goal of maximizing is to be replaced by what he calls "satisficing"—that is, achieving a criterion. What he means is amply illustrated in a variety of special cases, but nowhere is it formulated in sufficient generality to be really competitive with the traditional optimizing ideas.

The book suffers from what I am afraid must be the fate of any collection of journal articles. They have been written for experts and, hence, take for granted a familiarity with the literature, on the part of the reader, that cannot be supplied by the short connective sections. At the same time, in articles that were originally directed to different audiences, there is bound to be some redundancy and unevenness of level. Since Simon has a flair for exposition, we can only regret that he did not elect to rework this material into a fully integrated book.

R. DUNCAN LUCE
New York, New York

New Books

General and Applied Entomology. V. A. Little. Harper, New York, 1957. 551 pp. \$7.

The Terpenes, vol. IV, *The Triterpenes and Their Derivatives: Hydrocarbons, Alcohols, Hydroxy-aldehydes, Ketones and Hydroxy-ketones.* The late Sir John Simonsen and W. C. J. Ross. Cambridge University Press, New York, 1957. 533 pp. \$13.50.

Psychology, Evolution and Sex. Cecil P. Martin. Thomas, Springfield, Ill., 1957. 179 pp.

The Journal of a Scientist. Piero Modigliani. Philosophical Library, New York, 1957. 136 pp. \$3.75.

Radioactivity and Nuclear Physics. James M. Cork. Van Nostrand, Princeton, N.J., ed. 3, 1957. 427 pp. \$7.75.