

porated in undergraduate courses. Just the length of this review and the amount of reading it has stimulated for me should support the above statement. I would like John Tukey, for example, locked up in a nice warm castle with good food and access only to the ISI data base. Imagine *Exploratory Data Analysis* (Addison-Wesley, 1977) using data from ISI rather than newspaper advertisements of used cars. F. Mosteller (*Data Analysis*, Addison-Wesley, 1977) could visit as often as he wished.

There is now a Third Volume of *Essays* available from ISI. Once I have read it, I will complete the review of *Citation Indexing*. The second part of the review will focus on the research that needs to be done using the ISI data base.

Einstein for Beginners

by **Joseph Schwartz & Michael McGuinness**

Pantheon Books: New York, 1979, \$8.85, Paperback \$2.95

Reviewed by

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In 1970 the world was inundated by Beethovenabilia as the hucksters successfully sought to make some quick, easy money by manufacturing and marketing statues, stamps, centennial music collections, sweatshirts, and the like honoring the bicentenary of Beethoven's birth. The statues now gather dust; the stamps reside forgotten in collectors' albums; the music collections remain unenjoyed, largely because of inferior album quality and the fact that the masses prefer Country and Western or Disco music; the sweatshirts have long since been discarded. Little of lasting value was produced, and what remains already was deeply rooted in civilization.

A more recent example of "centenary mania" is the 1976 orgy of patriotism embodied in the American Bicentennial celebration. Embedded in the zeitgeist of nationalistic pride and coexistent with events of awesome inspiration such as the Tall Ships race were the entrepreneurial gnomes selling statues, stamps, books, and sweatshirts. Inasmuch as the celebration applied to all Americans, there was a huge demand for souvenirs of almost any sort. Do any of you readers still have your Bicentennial toilet seats, coffee mugs, or ashtrays?

The same phenomenon has been repeated on the occasion of Albert Einstein's birth centenary of 1979. The same flood of statues, stamps, books, and sweatshirts has made its way to the market stalls and the process of separating the chaff from the wheat has begun. In the writer's opinion, *Einstein for Beginners* is chaff.

The book is billed as a "documentary comic book," implying that a coherent, sequential chronology of Einstein's life and achievements is to be

told in picture and drawing format. What one finds, instead, is a poorly sequenced story with numerous digressions, flashbacks, and seemingly irrelevant parallel events. The whole is not anchored to pictures and drawings; rather, the pictures and drawings accompany the text which is either printed in standard fashion or is "spoken" by Kilroy-was-here type characters in balloons above their heads. Occasionally the figure drawn represents the person whose thought is being uttered, but not always. The irrelevancies are annoying and distracting and do not contribute to a clear understanding of the process of intellectual discovery being related.

The book oversimplifies the irrelevant and obvious points under discussion while undersimplifying what to this beginner are key points of reference. For example, it devotes the first 25 pages to a recounting of the rise of capitalistic monopolization in the electrical industry and the German militarism prevalent at the time of Einstein's birth. While this is interesting, it is not well related to Einstein's achievements. In fact, the book then proceeds to acknowledge at length his intellectual predecessors who actually solved the scientific problems relating to electricity and magnetism over the course of time starting with the Greeks in 400 B.C. Using this as the starting point for describing Einstein's Relativity Theories, the book succeeds in imparting an intuitive understanding of the concepts of time, lengths, mass, and velocity as reformulated by the theories. However, the transition from this useful conceptual scheme to its mathematical rendition culminating in the famous $E = mc^2$ is tripped up by a pointless excursion to the ancient Egyptian, Babylonian, and Indian origins of mathematics; this does nothing to ease the understanding of the complex formulas evolved by Einstein. The formulas themselves are not self-explanatory, and the cartooning accompanying them does not aid in the explanation.

It is ironic that *Einstein for Beginners* has failed where others have succeeded, perhaps because oversimplification of extremely complex theories merely obfuscates and confuses. It has failed to enlighten, and the beginner should not expect to come away from it with more than a few imperfectly defined labels and concepts. *Einstein for Beginners* will likely be one of the least well remembered products of the Einstein Centenary.

Autism: A Reappraisal of Concepts and Treatment

Michael Rutter and Eric Schopler (Eds.)

Plenum Press: New York, 1978

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Rutter and Schopler's *Autism: A Reappraisal of Concepts and Treatment* is a welcome and much needed compendium of current approaches to the baffling psycho-pathological puzzle called autism. It covers 34 different topics ranging from basic descriptions of autism through etiological investigations to therapy research and results. The contributions are international in scope, having been prepared in many cases for presentation at the 1976 International Symposium on Autism held in St. Gallen, Switzerland.

This book is especially valuable to the clinician on three counts: (1) The papers are current. The information they present reflects the latest theoretical and experimental results available; (2) the papers are original and are not to be found in any other publication; (3) the diversity of material available in this one volume is the equivalent of many hours of effort spent in acquiring equal material from the several sources currently publishing single papers on autism.

Rutter and Schopler's book will serve admirably as a comprehensive reference work on autism for many years to come.