

conservative goals. Federal judicial decisions to desegregate voting and schools, and President Lyndon Johnson's War on Poverty simply became mechanisms to integrate blacks fully into capitalism. King and other leaders, Wilson claims, were content to fight too many battles in the courts, in contrast to Reverend Shuttlesworth and others who advocated more direct action. Most of the 12 pages that cover the "battle in Birmingham" deal with the city council, the courts, and the black leadership. It seems a glaring omission not to hear accounts from the participants and other citizens of the city of how this violent confrontation affected how they experienced race and place.

The second phase of black empowerment in Birmingham took place through what Wilson terms "postmodern neighborhood movements." New and established civic organizations took advantage of the requirements for local participation under the federal 1974 Housing and Community Development Act. As localized contests for control, community involvement enlarged the public sphere through participation in defining neighborhood boundaries and development plans. Neighborhood Strategy Areas, later, Community Development Corporations, became the dominant models, and each provided jobs and new political identities that shaped the emergence of a "new professional class of reform" (p. 119). As federal programs, they largely bypassed the local regime and were resisted by it. In the end, these Keynesian welfare programs had some limited impact on poverty through redistribution, but they failed to address issues of justice.

It is often difficult to penetrate the theoretical message of Wilson's book, which seems to be that postmodernism helps us understand the subtleties of difference and identity but leads to lousy politics. If we look at the civil rights movement and the federal antipoverty programs, they were not postmodern enterprises but explicitly sought to extend the modernist project to blacks who had been excluded from it. Both failed, in large part, because they did not address inequalities of class within the black popu-

lation and solidarity between working-class whites and blacks. This is less a problem of theory than of practical failures of movements to develop a common agenda. One of the problems is that Wilson provides no examples from Birmingham of cross-race-class organizing. This is a provocative book but it only looks to theory for answers that movements like the environmental justice one can begin to provide. It would have been interesting, for example, to hear from people inside place-based movements about why this did not happen there or what happened to the civil rights activists and their connection to neighborhood struggles.

Stuart Lorkin  
Clark University

*Bringing Geographical Information Systems into Business. Second edition.* By David J. Grimshaw. New York: John Wiley & Sons, 2000.

369

We normally associate the term *business geographical information systems (GIS)* with applications in marketing, locational analysis, and geodemographics. The hackneyed three Ls—location, location, and location—appropriately capture the reality that geographic factors are of great importance to many aspects of commerce, particularly at the retail level. But the business of David Grimshaw's book is much broader, encompassing almost all aspects of commercial activity, from mining and forestry to insurance and banking. This is not so much a book about business GIS in the narrow sense as about GIS in the entire private sector. It is written by a specialist in information systems, and one of its expressed purposes is to achieve greater integration between the GIS and information systems communities. The first edition appeared in 1994; this edition updates the text and adds many new case studies.

Almost ten years ago, the first conference of GIS in Business and Commerce concluded that "the application of GIS to business and industry problems will be the largest growth area in GIS over the next decade," and statements such as this

clearly provided motivation for the first edition. Although the second edition does not provide an update on progress, it is clear that two things have happened: GIS has indeed penetrated the business world, but business GIS has not emerged as a research or teaching specialty to the extent that one might have expected. Some of the magazines and conference series that were started in the early 1990s have now disappeared, there is no journal of business GIS, and it is hard to find GIS courses in schools of business or management.

In the pages of the book, one can find the beginnings of answers to this dilemma. GIS is normally taught and researched as a technical subject, with an emphasis on data models, algorithms, and hands-on manipulation of data. GIS as a collection of techniques does not fit well into a business education model that stresses case studies and management principles and maintains a level of abstraction well above the practicalities of exercising GIS. The contents of the book clearly reflect this view, and though the lack of technical detail makes the book inappropriate for a GIS course in computer science or geography, its rich collection of case studies and management principles make it ideal for a business program. By the same token, however, the lack of technical detail and links to strong theoretical frameworks explains why business GIS has not emerged as a coherent subfield of geographic information systems and science.

The lack of technical detail is also a source of frustration to the reader. The actual capabilities of GIS are discussed in general terms, but it is not until 200 pages into the book that one finds a comprehensive inventory of functionality, and even then the treatment is cursory (the essential GIS overlay function is given only ten lines and no diagram). In a book that claims to be "the complete guide to choosing and using GIS in business," the lack of a directory of GIS products or web addresses of vendors is conspicuous, and the opportunity to update such information in the second edition appears to have been missed to a large extent ("ARC/INFO Uses a Vector Model," p. 93).

Chapter 4, *The Nature of Geographical Data*, gives no sense of the current importance of object-oriented modeling, and even entity-relationship modeling receives only a passing mention during the discussion of a case study.

Much has happened in the seven years since the first edition was published. The advent of the World Wide Web is noted in the preface to the second edition, and although it and the Internet are mentioned at intervals, one does not get a sense of the impact they have had on data sharing, spatial data infrastructure, the availability of online maps and GIS services, and a host of new and exciting functions. As far as I can tell, not a single URL appears in the book. The second edition could have provided an update on the successful efforts that have been made to extend GIS capabilities to include complex spatial analysis, largely in response to the complaints of the late 1980s and early 1990s that are still echoed in this new edition. GIS users now have access to numerous third-party add-ons, such as ArcView Avenue scripts, that vastly extend analytic capabilities, as well as to powerful links to statistical packages.

GIS book publishing demonstrates many of the systemic problems that pervade the traditional publishing industry. In a fast-moving field, in which hardware and software are replaced at intervals as short as two years, it is impossible for books to achieve more than a short lifetime without extensive revision. The books that have been most successful in GIS, in terms of gross sales, are the ones produced by the nontraditional publishers, such as ESRI Press and OnWord Press, that have largely abandoned expensive hard-cover books with black-and-white illustrations and a few color plates in favor of soft-cover books with color on every page, aimed primarily at a growing professional market. In this world, the only books that survive to multiple editions are the ones that emphasize lasting principles and theory, illustrated with examples and factual information that is frequently replaced. David Grimshaw's second edition is only partially successful in this regard: it maintains a strong

focus on the principles of management, misses much of what has happened in GIS, but adds a useful series of new case studies.

Michael Goodchild  
University of California, Santa Barbara

*Development Geography*. By Rupert Hodder. London and New York: Routledge, 2000.

*Development Geography* is part of the Routledge Contemporary Human Geography Series and it needs to be judged in this light. Readers should not turn to these books if they are expecting original essays on key themes in contemporary human geography. (This was the aim of the Macmillan Critical Human Geography series in the 1980s, from which came Doreen Massey's *Spatial Divisions of Labour* and Bob Sack's *Conceptions of Space in Social Thought*). The Routledge series is aimed at first-year college students, and the authors apparently have been allotted 50,000 words to say something of significance about "the core subdisciplines of human geography." Twelve such books are planned.

Rupert Hodder chose to deal with this difficult task in two main ways. Insofar as the book develops an argument, it is that parts of the developed and the developing worlds have far more in common than is generally recognized. These similarities, both positive and negative, can be expected to increase further in an age of globalization. At any rate, this argument would be true if there is such a thing as globalization. However, Hodder ends his book, rather confusingly, by suggesting that the existence of globalization is still open to doubt. Argumentation aside, the book is mainly structured around short descriptions of a wide range of issues in development geography (or development studies). Chapter 1, Approaches to Development, presents definitions of development and the developing world and then turns to various theories of development. The discussion begins with "early modernization theories" and then moves on to dependency, neoclassical theory, and recent theories and approaches.

Subsequent chapters deal with population and development; culture and development; rural-agricultural development; urban-industrial development; the state context: China and Brazil; regional groupings, trade, and aid; and globalization.

There is something to be said for this scalar approach, and beginning students will certainly learn something from each chapter. The chapter on population, for example, is careful to link a discussion of demography to questions of gender, education, and human rights. The chapter on culture and development also discusses gender, along with ethnicity, elites and class, religion, and corruption. Each chapter, moreover, is carefully illustrated with photographs, inset boxes, figures, and tables and ends with a summary and three questions for discussion. Even so, I cannot help but think that an opportunity was lost and that even beginning students can be stretched a lot further than this book will stretch them. The chapter on development theory is a case in point. Hodder deals with early modernization theories in two short paragraphs and dependency in two slightly longer paragraphs. Neoclassical theory is also reduced to about 300 words, and Hodder concludes by stating that "Central to such thinking are freer markets and correct pricing policies" (p. 16). One sees what he means, of course, but it would have helped if he had explained why neoliberals are so firmly anti-*dirigiste* or why they insist on getting relative prices right (which is equally problematic but not quite the same thing). Nor do I think students are well served by his concluding page or so on recent theories and approaches. Half a page on antidevelopment theories and a quote from Michael Todaro on the new growth theory hardly give a sense of the importance of new work on institutions, governance, trust, social capital, or participation. The fact that none of these issues is taken up at length elsewhere in the book, or is even listed in the index, tells its own story. At a time when geographers are producing important work on the intersections between geopolitics and development, as well as on capabilities and social capital, the spatialities of the state and