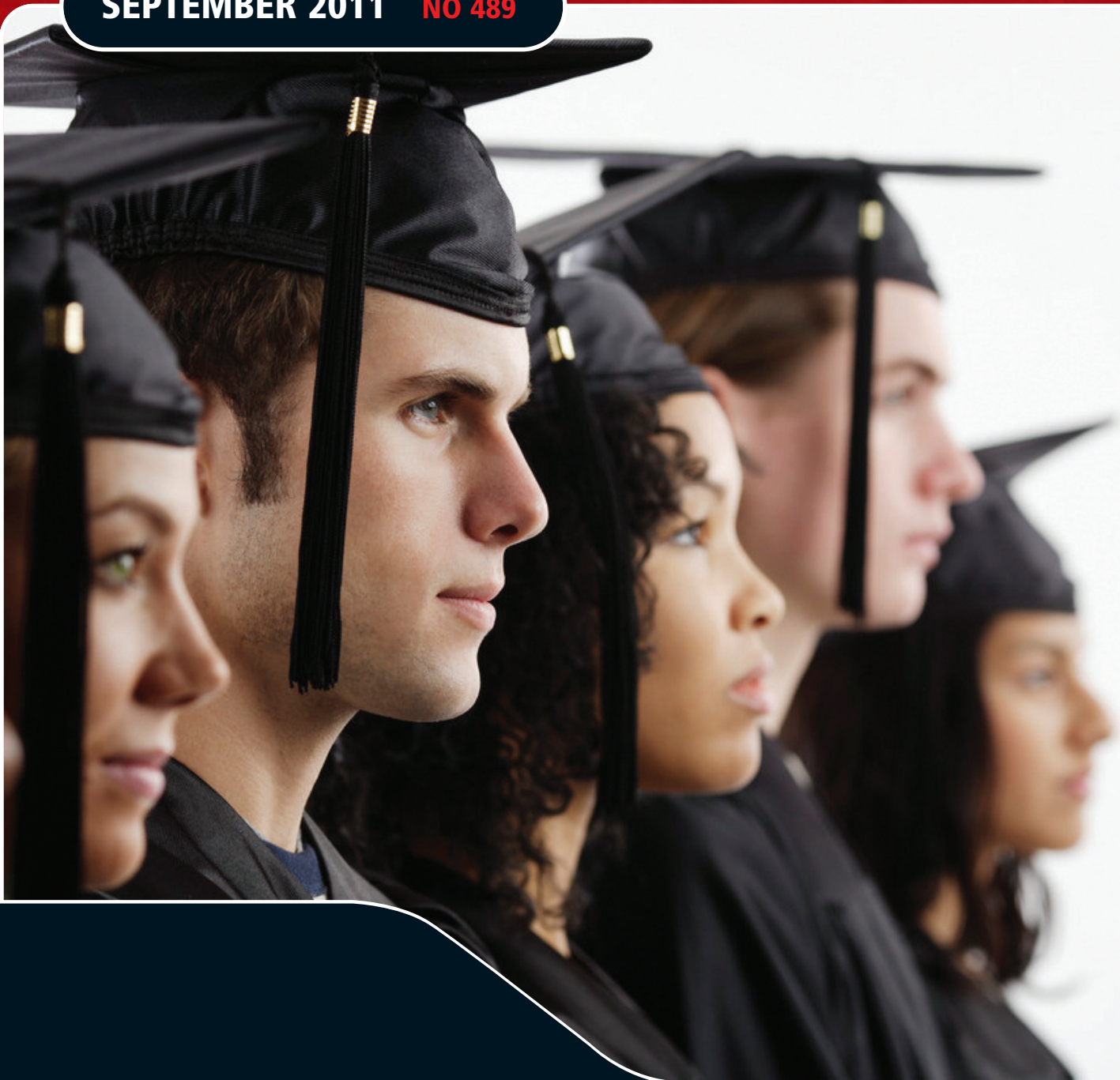


THE SCIENCE OF BETTER AT THE HEART OF ANALYTICS

INSIDE O.R.

SEPTEMBER 2011 NO 489



THREE UK UNIVERSITIES IN O.R. TOP TEN

:: INSIDE THIS MONTH :: :: :: ::

O.R. DOWN UNDER

ANALYTICS APPLIED TO ONLINE GAMING

MATHEMATICAL MODEL USED TO PREDICT HOW TUMOURS DEVELOP

O.R. HELPS TACKLE HEPATITIS B IN ASIA



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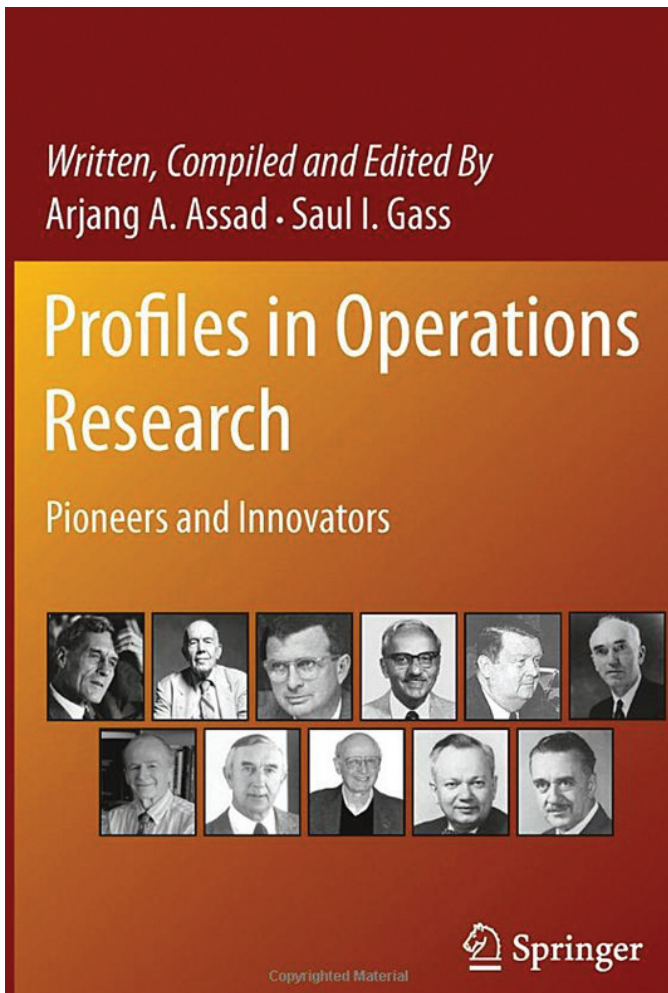
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PROFILES IN OPERATIONS RESEARCH: PIONEERS AND INNOVATORS

NIGEL CUMMINGS

This is a book that recounts the development of the field of O.R. and details the pioneers involved in its making. As the title suggests, the book is of American origin but its content is likely to be of interest to the O.R. community worldwide.



Arjang A. Assad and Saul I. Gass

Profiles In Operations Research – Pioneers And Innovators, by Arjang A. Assad and Saul I. Gass, has recently been published, is welcome indeed.

Over the past six decades and more, O.R. analysis has impacted the lives of many; we cannot make a hotel or flight reservation, queue at a bank or post office, or obtain the correctly blended fuel at a petrol station without considering that O.R. has been involved somewhere within the mechanism of delivering the service to us.

Many of us are probably familiar with Professor Maurice Kirby's *Operational Research in War and Peace*, published by the Imperial College Press. Maurice's book, commissioned by the OR Society, was the first of two projected volumes in the history of O.R. The content of the book was based upon a vast array of published and unpublished sources which were thoroughly researched in order to provide an original account of the disciplines of pre-war and wartime O.R.

For those of us yearning to continue reading quality publications about O.R. yet finding it difficult to source new works, the news that

Quite fittingly I think, *Profiles in Operations Research: Pioneers and Innovators* devotes its first chapter to the life of Patrick Maynard Blackett. This chapter was co-written by Maurice Kirby, Lancaster University and Jonathan Rosenhead, London School of Economics. It tells of how Blackett was one of the most distinguished experimental physicists of the 20th century. A man who was elected to the Royal Society in 1933 at the early age of 36, awarded the Nobel Prize in recognition of his fundamental contribution to the knowledge and understanding of cosmic radiation and nuclear physics in 1948, he is known to most of us as the 'Father of O.R.'.

There are 890 pages divided into 43 chapters each covering one the great and the good of our world of O.R. Within the chapters, the reader will see concise life stories of O.R. pioneers such as: Anthony Stafford Beer, Patrick Rivett, Egon Ballas, Leonid Vital'evich Kantorovich, George Kimball, John von Neumann, Charles Frederick Goodeve, George B. Dantzig, William W. Cooper and Saul Gass, himself.

Although *Profiles In Operations Research – Pioneers And Innovators* is priced at £72:00 I can thoroughly recommend this book. I found it both enlightening and undeniably gripping, so much so in fact, you may find it difficult to put it down once you have commenced reading it.

Arjang A. Assad and Saul I. Gass have created a masterwork which will serve to immortalise the pioneers of O.R. for many years to come.

Arjang A. Assad is Dean and Professor, School of Management Education, University at Buffalo, the State University of New York. His research interests include operations and quality management, optimisation of distribution systems, mathematical programming and the history of O.R. He has authored or edited numerous books, as well as more than 50 refereed articles and book chapters.

Saul I. Gass is Professor Emeritus of Management Science, Van Munching Hall, Robert H. Smith School of Business, University of Maryland. Dr. Gass is a past president of the Operations Research Society of America (ORSA) and Omega Rho, the international Operations Research honour society. He served as vice-president for international activities of the Institute of Operations Research and the Management Sciences (INFORMS), and vice-president of the International Federation of Operational Research Societies (IFORS). He is a recipient of ORSA's Kimball Medal for distinguished service to the society and the profession, INFORMS's Expository Writing Award for publications in operations research that have set an exemplary standard of exposition, and the Military Operations Research Society's Jacinto Steinhardt Memorial Award for outstanding contributions to military operations research. He is a Fellow of INFORMS.

Profiles in Operations Research: Pioneers and Innovators

890 pages

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<OR>

NEWS OF MEMBERS

NEW MEMBERS

The Society welcomes the following new members,

DOMINIQUE BRAGANCA, Shropshire; NEVILLE CURTIS, Australia; JO DANIELS, Sheffield; DAVID JARRETT, Hants.; LOO HAY LEE, Singapore; GERARD DE ZEEUW, Lincolnshire; NADEJDA TZOKOVA, Sheffield;

and Reinstated members,

STEVEN ASHFORD, London; GARY BELL, London; LES ORMONDE, Oxfordshire; PAUL SMITH, Middlesex; ALIK STONES, Hants;

and the following student members,

SOHAIL AKHTAR, Manchester; MOHAMMED ASIF, Manchester; REBECCA JEFFS, Oxfordshire; ONUR CETIN, Turkey; RICHARD CONNISS, Derbyshire; HARRY GARNISH, Essex; KRISTIN MCCAUGHERTY, London; KAYNE PUTMAN, Berkshire; EHSAN SABET, Nottingham; ALISTAIR SCOTLAND, Glasgow; AIDA TUAH, Cardiff;

Total Membership

2538

NEW ACCREDITEES

The Society is pleased to announce that the Accreditation Panel has admitted the following members to the categories shown. These members are now entitled to use post-nominal letters as indicated: -

Admit to the category of Candidate Associate (CandORS)

Kayne PUTMAN

<OR>

<http://www.springer.com/978-1-4419-6280-5>

Profiles in Operations Research

Pioneers and Innovators

Assad, A.A.; Gass, S.I. (Eds.)

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