

to work with data from multiple sources and possibly different projections and datums. This book assumes that undergraduate business students have fundamental geography knowledge, but that is certainly not always the case; and, in the real world, datasets are not provided clipped to geographical boundaries of interest with symbols and legends pre-set, as is the case in most of the exercises in the book. I think the manual could at least offer links to online resources that cover the theoretical concepts.

There are seven chapters that introduce different business scenarios, and with each scenario GIS is used to calculate, analyze, visualize, or interpret information. The steps required to perform the functions in the program are clearly explained, and the instructions are very easy to follow, with just the right amount of graphic illustration to keep the reader on track. Many times, though, the technical procedures covered in the first chapter are re-taught in subsequent chapters; for instance, a basic step such as adding new data into the frame is taught step-by-step in every chapter. For users who are completing the exercises in order, this becomes redundant and unnecessary. Although the chapters can be completed in any order, it is advised that the first chapter gets completed before all the others. With this being the case, I feel it isn't necessary to re-teach many of the fundamentals that are covered in Chapter One.

The exercises in the manual use geospatial data provided by ESRI and are samples of a collection that ESRI makes available commercially. The data are described at great length, and a lot of effort has gone into demonstrating the benefits of this data for business professionals. It appears as though the exercises have been created to highlight the apparent effectiveness of detailed demographic data for the business sector. Considering the amount of dataset plugging, especially at the end of the chapters when the data are described even further, I often wondered whether the purpose of the book was to teach users GIS software, or whether it was to promote ESRI's data. It's most likely a combination of the two, but if the tutorial concentrated more on educating and preparing the reader to be an independent GIS user, it would have been that much more effective.

Overall, *GIS Tutorial for Marketing* does an excellent job covering the fundamentals of both the field of Marketing and ArcGIS. Although written for the marketing sector, I would highly recommend this book to any individual interested in learning how to use ArcGIS software. All readers can understand and relate to the scenarios described, and the step-by-step ArcGIS instructions are easy enough to be followed by individuals with a variety of technical backgrounds.

### **The State of the Middle East: An Atlas of Conflict and Resolution**

by Dan Smith

Berkeley, California: University of California Press, 2006.

144 pp., 70 maps, 36 pie charts and bar graphs, bibliography and web sources, index  
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*Reviewed by: Daniel G. Cole*

*Smithsonian Institution, Washington, DC*

This slim volume gives a succinct and analytical presentation of the history and current state of affairs (up to early 2006) for the Middle East as defined by the author. Dan Smith is known for producing other atlases of this type, such as *The State of War and Peace Atlas* (3<sup>rd</sup> ed., 1997), *The Penguin Atlas of War and Peace* (4<sup>th</sup> ed., 2003), and *The Penguin State of the World Atlas* (7<sup>th</sup> ed., 2003). His cartographer on this atlas is Isabelle Lewis, known for her recent work on the *Inheriting the World: The Atlas of Children's Health and the Environment* (2004), and *The Tobacco Atlas* (2<sup>nd</sup> ed., 2006).

In the Introduction, the author states that the "intention of this book is to open a door for people who are not experts on the Middle East, but who are interested and concerned by the region's conflicts and its prospects for peace" (7). Smith struggles with the geographic definition of the Middle East, finally settling on those countries stretching from Morocco, in the west, to Iran, in the east. He excludes any African countries south of those bordering the Mediterranean Sea, and defends his decision not to include Cyprus and Turkey, especially noting that the latter country is in essence the "meeting point of Europe and the Middle East, not fully a part of either" (11). Smith outlines the organization of the book into three parts: The Shaping of the Middle East (the region's history), Arenas of Conflict (contemporary issues), and The State of the Nations (with thematic and reference maps). A glossary is, surprisingly, placed at the end of this introductory section, along with a short discussion concerning the problem of transliteration between Arabic and Latin script. Illustrating this, Smith provides the example of the BBC Web site listing of twenty-one different ways to spell the Libyan President's last name!

Part I, The Shaping of the Middle East, covers eight topics: Ottoman Empire, European Colonialism, New Middle East after World War I, Decolonization, Arab Nationalism, Formation of the State of Israel, Oil, and the U.S. Presence. Each topic is two to six pages in length, with twenty-five maps and six graphs overall. Smith frequently uses sidebars, here and in Part II, to summarize chronological sequences. The maps and pie charts are designed with a liberal dose of color, and

while this reviewer might have chosen different color schemes, these colors often work well without being too garish. The bar graphs are for the most part designed innovatively, and all tend to communicate quite well. Some typographical placement problems occur, such as black type in dark-colored areas or occasional type/linework intersections. But for the most part, all of the graphics and artwork are readable. Regardless of whether standard (e.g., migration and refugee flows) or non-standard symbols (e.g., graduated oil barrels and U.S. flags) are used, the quantitative maps always display numerical data as well so that the reader can choose between a quick overview or a more detailed summary.

Part II, *Arenas of Conflict*, deals with fifteen topics: Arab-Israeli Warfare, Israel and Palestine, Jerusalem, Lebanon, Syria, Libya, Egypt, Algeria, Iran, Iran-Iraq War, Iraq, Kurds, Gulf Wars, Saudi Arabia, and Danger and Opportunity. One comparative bar graph that gets the message across in a unique way is a two-ended water pipeline illustrating the amount of average daily water consumption per person for Palestinians and Israelis. The current situation in the West Bank and Gaza, in terms of settlements, the Israeli Wall, Israeli checkpoints, and areas of Palestinian and Israeli control, is provided on a map that should be studied extensively. In the section on Libya, a map highlights and names each of the countries where either a revolutionary group has received material support or some violent incident due to Libya has occurred. Strangely, Switzerland is named and highlighted even though no connection is made to Libya. One glaring typographical error is on page 98, where the author places the September 11 attack on the U.S. in the year 2000.

In other sections of Part II, the maps concerned with the ethnic makeup of the Middle East are especially instructive, providing information on Berber ethnic groups across North Africa, the diversity of ethnic and religious groups in Iran and Iraq, as well as the dispersal and diversity of the Kurdish population. Unfortunately, the map on page 91 of Kurdish Homelands does not correspond with the maps on page 93 of the Kurdish Diaspora and Kurdish Dialects. Notably, the former map excludes any portion of Syria from the Kurdish homeland. One ethnic group missing from any of the maps are the Bedouins; an attempt should be made to add these people to future editions of the atlas.

Part III, *The State of the Nations*, with sixteen maps and thirteen graphs, has fourteen sections. All of the maps in this part have additional inset maps of the Israel-Palestine area. The first map effectively displays each entity's dominant language with voice balloons indicating significant minority language groups along with pie charts illustrating the ethnic breakdown. Again, a Syrian-Kurdish problem pops up on page 114,

where Smith notes the "significant numbers of Kurds in Iran, Iraq and Syria," although the accompanying map shows none in Syria. The Religion section has a graph on non-Muslim religions (Jewish, Christian, and Other), with up to 15 percent for Other, but no mention is made of what Other includes.

The Life Expectancy and Health section begins a trend that carries on through the rest of the atlas where bar graphs compare the region's statistical data with that of the rest of the world, at times comparing world regions while at others comparing selected countries. The Population and Urbanization map shows percentages of urbanization over a four-class choropleth distribution of population. A map of population density would have been a helpful addition here. Oddly, the Water and Sanitation and Water Resources sections are ten pages apart. Regardless, one learns that significant percentages of people throughout the region do not have access to clean water or sanitation, or both. Notably, although the infrastructure in Iraq is currently problematic, that country has the most potential cubic meters of water per person available.

Education and Literacy is portrayed using proportional pencils to show gender differences in primary education over a four-class map of literacy as a percentage of population age 15 and above. One editing problem exists between the small-scale map and the inset where Jordan is shown in the 90 percent and over class on the former, but in the 70-89 percent class on the inset. Government and Economy pictures colored stacks of coins (GDP per person) over a qualitatively classed map of six different types of government. Military Spending shows which countries are parties to the Nuclear Non-Proliferation treaty over a four-class map of military expenditures as a percentage of GDP. Surprisingly, Oman appears as the most militaristic, being the only country with 12 percent or more.

Energy and Transportation depict proportional cars for the number of cars per 1000 people over a four-class map of tons of oil expenditure per person. Here, one can see that Qatar and United Arab Emirates (U.A.E.) are even bigger per capita oil users than the U.S. With Labor and Migration, pie charts indicate which of the countries are signatories to four different international labor agreements over a five-class map of percentages of cross-border migration, excluding refugees. A startling statistic of globalization is given here with over 50 percent of the people in U.A.E., Qatar, and Kuwait listed as foreign born. The Refugees section has proportional pie charts for the numbers of refugees over a five-class map of the number of cross-border refugees in 2004. Unfortunately, the numbers given here for the Palestinians are not compatible the map on page 56 which deals solely with the Palestinian Diaspora in 2005.

Gender Equality displays stacks of coins as female-

to-male earned income ratios over a five-class map of percentage female to male literacy. The last section in the book concerns Human Rights. Pie charts indicating which countries are party to four different international human rights agreements overlay a four-class qualitative map indicating the major type of human rights abuse that occurs in each country.

Overall, in spite of the criticisms listed above, the maps are usually clear and uncluttered, including those that have a multi-variable focus. Much can be learned from this atlas, and most libraries should have a copy. This reviewer hopes that the discrepancies and omissions criticized will be dealt with in subsequent editions. Atlases of this type become dated rather quickly, and, given the dynamic nature of the Middle East, we might well expect to see an updated edition of this atlas soon.