

Had this complexity of hypothetical reasoning been used to qualify the calculations in the cases a greater case could have been made for including such. As it is, the reader is not made aware of which concepts are more useful than others. For example, the concepts of opportunity cost and discounting would seem to outweigh much of the market concepts.

Clarity in the midst of complexity was sacrificed; for example, page eleven attempts to explain the derivation of an aggregate value. How the figure of \$215 is derived to begin the next calculation is ignored. Such omissions occur elsewhere and plague the book throughout, especially in the applications.

As many young economists do, the author talks down to the reader through the use of certain over-simplifications in the definitional process. It is surprising how well other coastal scientists are able to explain their complex fields while economists fail miserably. For example, an earlier economics primer on the coast also failed to explain clearly its discourse (Devaney, Ashe, Parkhurst, *Parable Beach: A Primer in Coastal Zone Economics*, MIT Press, 1976). Perhaps the brashness of being too imbued with recently mastered methods and lack of experience in learning their limitations through repeated attempts to apply such account for this failure. If only economists over the age of 50 wrote introductory works more may be understandable.

At this point the question must be asked: it is worthwhile for economists to try to simplify their work for coastal scientists? The answer is probably yes, but this book is inadequate for the task. Before this effort can be approached adequately experienced economists must wrestle with their concepts. It doesn't make sense to tout the beauty of the market model, note that it fails in relation to coastal phenomena, and then proceed to apply the model anyway. Perhaps a journalist is the one to write such a book since economists consistently claim too much for their analyses while producing too little of practical use for others.

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Marine Animals of Baja California: A Guide to the Common Fishes and Invertebrates, by Daniel Gotshall, 1987 (2nd edition). Sea Challengers, Monterey, 112 p. Paper, \$18.95, ISBN 0-930036-15-4.

The relatively unspoiled waters surrounding Mexico's Baja California peninsula have become increasingly popular with North American snorkelers, sport divers, and amateur naturalists, many of whom probably have wished for an inexpensive, easily used field guide to the common fishes and invertebrates of the region. With its beautiful color photographs of living animals Daniel Gotshall's *Marine Animals of Baja California* is the first such guide covering both sides of the peninsula and will satisfy this wish for many.

Understandably, the vast majority of the 182 species pictured in this book are fish; cnidarians (especially corals and gorgonians) and echinoderms dominate the invertebrate section. Marine birds and mammals are omitted. For those wanting additional information more comprehensive and specific guides are cited in the introduction and bibliography.

Fishes are presented first, beginning with line drawings of bony fish morphology and an easily used pictorial key to the families represented in the book. The species accounts are arranged by family and include sharply printed color plates, common names in both English and Spanish, scientific names, and brief descriptions of identifying characters, habitat, and range. One can only guess at the amount of effort it must have taken to obtain so many fine photographs of the fishes. Invertebrates are presented in much the same manner as the fish, but for these animals the drawings in the key could easily be improved and use some labelling of parts to help novices understand what they are seeing.

This book will make a lovely and useful addition to the libraries of all interested in exploring Baja's warm waters and should help to increase awareness and understanding of that region's rich fauna—I wish I had had it on my most recent trip there!

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