

Climate Characteristics and Water Balance : A Study of Uttar Pradesh

by LALITA DEVI

Concept Publishing Co., New Delhi pp. 207. Price Rs. 270/-

The book has grown out of the Ph.D. thesis of the author, presented several years ago to Banaras Hindu University. The core of the book is the water balance of 39 stations in U.P. for which monthly rainfall and temperature data are available. About fifty pages of appendix give not only the monthly rainfall, temperature and humidity, but even elaborate water balance tables (*a la* Thornthwaite) for all stations. A comprehensive bibliography enhances the usefulness of the book particularly for research students in climatology.

The book is neatly organized. There is no ambiguity and no extra noise. The reviewer recommends it as a good reading material for

students embarking on research in climatic classification and water balance.

What disappoints one is the total freeze of the author's imagination beyond water balance. One needs to look at the implication of water balance in terms of plant physiology, crop growth and failures, and the way the natural vegetation has responded to the fluctuations of water balance status. The book is well designed, printed, jacketed and produced, but alas, the publishers have shown scant respect for the maps which have turned illegible after excessive reduction.

It is a well written book and serves as a model for water balance studies.

Marketing Geography in An Urban Environment

by R. S. DIXIT

Pointer Publishers, Jaipur, 1992, pp. VI+206.

The book organized in three sections, A, B and C, has a combination of themes that together are pieced together to make the present book. Section 'A' of the book is largely the review of the development of marketing geography including its development in India. A chapter in this section gives a summary of all the M.A., M.Phil and Ph.D. dissertations produced in India. It is a good exercise and makes available at one place a ready reference material. The second part

'Section B' discusses the Urban Geography and history of 'Mahoba' town, and the third section 'C' discusses the three weekly markets held on Mondays, Fridays and Saturdays.

This is neither a research monograph nor a text book. It has resulted from the trivialities running through the entire length of the book. The students of marketing of Geography will find the first two chapters useful.