
Book Reviews

Driver, B. L., Dustin, Dan, Baltic, Tony, Elsner, Gary, & Peterson, George. (1997). *Nature and the human spirit: Toward an expanded land management ethic*. State College, PA: Venture Publishing, Inc. (ISBN: 0-910251-82-7) \$39.95 cloth, 467 pp.

It has been said that no one should discuss religion or politics in polite company. The problem with adhering to this aphorism is that it leaves one unable to discuss some of the most interesting and valuable topics around. However, over the last decade or so society's reticence to discuss these topics has waned. Specifically, the topics of religion and spirituality seem to have re-emerged as areas of interest not only in popular literature but for scholars in many fields. With everyone from psychologists to physicists exploring the import of these areas into their disciplines, it is probably high-time that those involved in land management and resource-based recreation do the same.

Nature and the human spirit: Toward an expanded land management ethic is an edited collection of 38 chapters and two introductory essays by more than two dozen contributors that addresses religion, spirituality, and related "hard-to-define values" from a variety of perspectives, but all within the context of natural resource management. The book is divided into six sections, the first of which is a two chapter introduction and overview. General readability is very good, although the style of presentation varies greatly. Some chapters read like poetry, while others are presented in a more traditional academic fashion. The combination of these perspectives and styles lays a good foundation for addressing the obvious complexity and diversity of the subject matter.

The editors utilize the two introductory essays, which comprise the first section, to establish their vision for the book. Surprisingly, both of these essays combined total only 13 pages, and offer only a sketch outline of the next five sections along with a brief discussion of the rationale behind the book's creation. Perhaps the best chapter for introducing the book fell entirely outside of this section. Holmes Rolston's "Nature, spirit, and landscape management" is prerequisite to reading the rest of the book. In this chapter, the well-known environmental philosopher weaves together the concepts of nature, science, and spirit in a way that allows one to immediately apprehend the relevancy of this book's subject matter.

The bulk of the book is the remaining chapters and sections, which deal with setting the stage for the discussion, providing diverse perspectives, presenting issues related to public land management, and exploring research possibilities. The authors and editors are to be congratulated for their attempts to bring in many differing points-of-view and for their respectful treatment of the subject matter. The various ethnic and international perspectives

go a long way toward providing specific insights and establishing the universality of the book's subject matter.

Most of the chapters were very well-written, providing new perspectives or needed overviews of established ones. Ed Grumbine's "Beyond conservation and preservation in American environmental values" is a high-quality, concise overview of the evolution of the varieties of domestic environmentalism. Roger Mannell's examination of scientific approaches to studying religion, spirituality, and other hard-to-define values is well done and insightful. Another excellent chapter was Jennifer Friesen's much-needed discussion of the legal aspects of managing for spiritual values in public settings.

Other chapters were basically sound, but lacking in their address of essential points one might have anticipated. The comparative perspectives of the world's major religions by Stephanie Kaza in Chapter Three was an interesting and essential component—but altogether too brief. It's hard to condense centuries of Buddhism or Christianity into a page or two; harder still to tease out a few concepts that could provide "positive" influences to personal or professional value-ordering. While consistent with the generally upbeat spirit of the book, Kaza's work in this chapter was lacking in willingness to examine the alleged negative influences of these traditions that are often discussed in related literature.

I felt there were several chapters that seemed as if they did not fit well. Bruns and Stokowski's chapter on management of early American landscapes was well-written, but didn't seem to quite fit under this book's umbrella. I was very disappointed with Mark Rey's "Private forest landowners and an emerging land management ethic." This chapter seems to be a small amount of topically related text tacked onto (what appeared to be) a pre-existing corporate ethics statement. When I considered what could have been done with this chapter (wasn't that Sand County farm a piece of private property?), I was left feeling that this whole topic was given short-shrift.

The final chapter, which is also the final section, by List and Brown provides a short discussion of how to get to an expanded land management ethic. Unfortunately, the discussion is short, and while many aspects of it are valuable—recognizing sense-of-place as important; respecting diverse cultural meanings for the land; viewing the land as valuable in "deeper," non-economic terms—they are hardly novel. Indeed, much of the final discussion fails to rise above the level of platitudes. This is needless; this book takes us farther than its own conclusion would have us think. I would have enjoyed a final chapter contributed by some or all of the editors. Surely they were in the best position to provide a sense of culmination and vision as the book reaches this juncture. As it stands, this section falls well short of establishing the groundwork for an expanded land management ethic.

Although a solid book overall, there are several observable weaknesses. One is the relative absence of references to scholars who have researched some of these very topics. Where were the references to Kanagy, Willits, Woodrum, Hoban, and others? What about the research on so-called "no-etic" experiences in nature? If they are present, they are few and hard-to-

find. On the other hand, references to pop literature on these subjects—from *The Power of Myth* to the *Dancing Wu-Li Masters* to the writings of Wiccan popularizer Starhawk—are interspersed throughout the book. Interesting stuff, but not always the best material available. Also lacking was a chapter examining the history of the interface of spiritual and environmental issues, perhaps with a thorough review of the extensive related literature. Such a chapter would have gone a long way toward placing this book's niche in perspective. A final criticism I have is for one aspect of the book's tone: an inappropriate sense of "pioneering." While the mainstream of our field may have recently "discovered" this interesting set of topics, many others have been writing and researching in these areas for years—or decades.

On the whole though, *Nature and the human spirit: Toward an expanded land management ethic* meets most of the goals set by its editors. It is a valuable addition to the personal libraries of persons in our field with interests in land and recreation resource management. It has usefulness as a course text, but it is probably limited in application to special topics classes, or as an auxiliary text in resource management courses. Researchers can utilize the book as an overview of the issues of religious and spiritual values as they relate to our field—as long as they do not mistake it for a definitive text on its subject matter. In short: this is a valuable effort that should be praised for its treatment of these oft-marginalized subjects, despite its shortcomings. With this in mind, I recommend the book highly.

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Anton, J. (1996). *Customer relationship management: Making hard decisions with soft numbers*. Upper Saddle River, NJ: Prentice-Hall, (ISBN 0-13-438-474-1), \$34.40, hardcover, 183 pp.

Managers, consultants, and academic theorists alike increasingly stress the contribution of long-term customer relationships to the ultimate success of service businesses. In so far as the hospitality, tourism, and leisure industries are services, no one who works in or studies these areas can be unaware of the growing interest in customer relationships. Popular accounts by successful managers such as Jan Carlzon's *Moments of Truth*, Tom Peters's many books including *Liberation Management* or Terry G. Vavra's *Aftermarketing: How to Keep Customers for Life Through Relationship Marketing*, and the recommendations of Christopher Gronroos in his *Service Management and Marketing* have brought about a revolution in the theory and management of services. Thus, few observers would disagree that long term customer relationships lie at the heart of current services theory and practice. But once convinced of the importance of managing customer relationships, how should the manager of a service business proceed to implement a systematic customer relation-