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The Decision Sciences Picture Book

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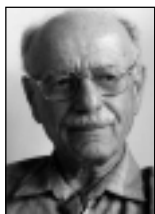
Communication has been a problem with us since day one. It is pretty frustrating to find that nobody understands what you are talking about. Of course, there has been an avalanche of publications to teach you, and warn you, about the need to improve your communication skills. Recently, I stepped out of my decision science world, and tried to find out what artists, poets, pundits, have to say on the subject.

I came across an interesting statement by Walter Lippman (Public Opinion 1922, Ch. 1, *The World Outside and the Pictures in Our Heads*):

What each man does is based not on direct and certain knowledge, but on pictures made by himself or given to him. . . . [T]he way in which the world is imagined determines in any particular moment what men will do.

Newspapers always richly illustrate their stories, following Salvador Dali's observation: "We are all hungry and thirsty for concrete images."

So, I have decided to create pages for a "Decision Sciences Picture Book." I invite you to do the same, and send me your work. Below is my first effort. ■

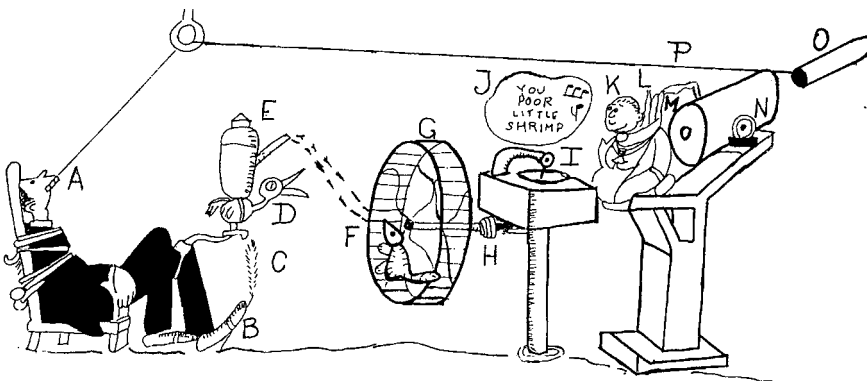


Andrew Vazsonyi is an internationally recognized author, researcher and educator. He is the author of over 70 technical articles, and seven textbooks, in English, German, Spanish, French, Russian, Japanese and Hungarian. Dr. Vazsonyi received

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BE YOUR OWN DENTIST!



Rube Goldberg Explains Occam's Razor

IN ORDER TO EXTRACT YOUR OWN TOOTH:

First, tie yourself securely to chair (A) and wiggle foot (B).

Feather (C) tickles bird (D).

As bird shakes with laughter, it mixes cocktail in shaker (E).

Bird falls forward, spilling cocktail, and squirrel (F) gets soused.

In his drunken excitement, squirrel revolves cage (G), which turns crank (H) and plays phonograph record (I).

Song (J) gets dwarf (K) hot under collar and flames (L) ignite fuse (M), which sets off cannon (N), shooting out cannon ball (O), causing string (P) to pull tooth!

Rube Goldberg (1883-1970) established his fame with elaborate illustrations that satirized preoccupation with technology. His name became synonymous with any simple process made ludicrously complicated.

William of Occam (or Ockham, 1285-1349?, known as Doctor Invincibilis) developed the maxim, later to be called "Occam's razor," or the law of economy and parsimony—Do and reason about everything in the simplest possible way.