as a discussion of the special case of log convex kernels.

The book does what it says it will do. It provides a coherent presentation. It is a demanding but rewarding book on a subject which has been extensively explored over the past thirty years. The patient reader will come away with a real sense of the accomplishments of these explorations.

References

1. J. Hale, *Functional differential equations*, Applied Mathematical Sciences, vol. 3, Springer-Verlag, Berlin, New York, 1971.
2. C. Corduneanu, *Integral equations and stability of feedback systems*, Academic Press, New York, 1973.
3. R. K. Miller, *Nonlinear Volterra integral equations*, W. A. Benjamin, New York, 1971.
4. M. Renardy, W. J. Hrusa, and J. A. Nohel, *Mathematical problems in viscoelasticity*, Pitman Monographs, 1987.

Richard C. MacCamy
Carnegie-Mellon University

BULLETIN (New Series) OF THE
AMERICAN MATHEMATICAL SOCIETY
Volume 25, Number 1, July 1991

0273-0979/91 $1.00 + $.25 per page

Fractals everywhere, by Michael F. Barnsley. Academic Press, New York, 1988, 394 pp., $39.95. ISBN 0-12-079062-9

Fractal books have always been blockbusters, at least in terms of sales, and the book under review (aimed at undergraduates) seems to be no exception. Filled with color illustrations, lots of figures, examples, exercises, and, above all, a style of writing more closely associated with the advertising industry than with mathematical work, this book is superficially a very attractive buy for a student wanting to know about fractal geometry. In fact the book covers only one branch of fractal geometry known as 'iterated function systems,' but does cover this thoroughly, and in a highly unusual way.

I will try to judge what this book achieves for the student reader and for the professional mathematician, as well as the impression it makes for fractal geometry within mathematics.