

limit to what you can make an elephant stand for' (p. 5).

The author is a historian with a passion for elephants and a student of zoos, and the book reflects those interests. There are chapters on early Western accounts of the wondrous beasts that included stories of the virtues and strange attributes of these beasts yet to be seen by most authors; chapters on hunting of African elephants by the likes of the then-ex-president of the USA, Teddy Roosevelt, and the tension between the acknowledged threat hunting posed to elephants and the overweening desire for trophies and money from the sale of ivory; and a considerable part of the book is devoted to the acquisition, display and treatment of elephants in US zoos and circuses.

Throughout these accounts, Rothfels muses on what elephants think and feel and how human lives are affected by encounters with elephants. Of particular interest to him is the display of live elephants and the human gaze that watches them, including his own many encounters with zoo elephants and the people who care for them. The elephant trails of the title mark the many things that people think they know about elephants that, he argues, will always be structured by how they perceive these marvellous animals. Being afraid of mice, or wise, or fighting with dragons, or feeling grief are all human projections onto elephants that reflect more what we think about them rather than what elephants really are.

Both of these books illustrate the eternal intertwining of human and non-human animals and our hubris in believing we know what these other animals are. Ultimately, our lives are impoverished by the loss of non-human species; with their loss, we lose parts of ourselves.

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Pathways to Success: Taking Conservation to Scale in Complex Systems by Nick Salafsky and Richard Margoluis (2021) 305 pp., Island Press, Washington, DC, USA. ISBN 978-1-64283-135-1 (pbk), USD 31.00.

In 1998, Richard Margoluis and Nick Salafsky published *Measures of Success*, a book on designing, implementing and monitoring conservation and development projects. Soon afterwards the Conservation Measures Partnership incorporated many of the principles and processes discussed into the Open Standards for the Practice of Conservation (commonly referred to as the Conservation Standards). Numerous organizations have

since adopted the Conservation Standards, as well as other systematic planning frameworks, and the capacity for project design has generally improved over the last 3 decades. However, many practitioners still struggle with certain aspects of planning, especially in complex large-scale programmes, and it is this challenge that Salafsky and Margoluis address in *Pathways to Success*.

As the authors say in the preface, 'this book is intended as a guide to analytical frameworks and tools for conservation program managers and funders who want to increase the scale and the effectiveness of their work' (p. xviii). The focus is on 'lightweight, inexpensive, flexible and... useful' (p. xviii) approaches to plan efficiently and avoid planning paralysis. The book takes the reader through the main steps in project development, from design and implementation to monitoring, evaluation and the use of evidence, with a focus on which tools and approaches to use for large-scale programmes. The authors use a fictional North American coastal conservation programme to illustrate their ideas, which usefully involves diverse partners and covers terrestrial, marine and freshwater biomes. The book is dotted with figures illustrating planning processes, from situation analyses to the eponymous strategy pathways, and the text is broken up by some endearing sketches from Anna Balla.

Having been involved in conservation project planning most of my career, and an active user and proponent of the Conservation Standards, I was excited to read this book. In *Pathways to Success*, the authors meticulously capture and share their thoughts, lessons and ideas from years of practising the art of planning. It is a very thorough and extensive tome, although the level of detail borders on excessive at times; people unfamiliar with the Conservation Standards may find some parts rather dense. A more practical how-to guide would need to be structured more simply (like the Conservation Standards themselves).

I appreciated many of the authors' takes on key issues, such as how to link strategies across a programme and how to synthesize existing evidence, and I was pleased to see them encourage the sharing of data and evidence. I was especially interested in concepts introduced from other sectors, such as the thinking on impact trajectories derived from democracy studies and the approaches to going to scale based on systems thinking.

The book is generally based on the Conservation Standards but does not strictly follow the same terminology. For example, conservation targets have become target factors, and results chains have become strategy pathway diagrams. Natural and constructed indicators are among the other new terms used. The added value of these changes is

not evident, and they risk confusion. The main premise of the book—that the use of strategy pathways will better link different elements of a programme—will help many practitioners rethink their planning. But it would have been useful to explain how this approach can be used for planning projects that need to contribute to the goals and objectives of existing programmes (a common real-world issue that is not touched on directly). Another omission is any discussion of the pressure–state–response–benefit indicator framework. This allows indicators to tell a story of progress along a theory of change and is increasingly used to measure the contributions of programmes to global goals defined by the Convention on Biological Diversity and the Sustainable Development Goals. I would also like to have seen some discussion of how counterfactual approaches, such as randomized control trials, can be used to enhance the attribution of impact. For people wishing to dip in and out of the book for guidance, a concise summary of what they need to do differently in large-scale programmes compared with smaller-scale projects would also have been useful.

Overall, however, this book represents a significant contribution to the conservation planning literature and will be a stimulating read for anyone interested in the topic. The thinking presented will help the conservation community continue to evolve to meet the challenges of delivering impact at scale.

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Birds, Beasts and Bedlam: Turning My Farm into an Ark for Lost Species by Derek Gow (2022) 208 pp., Chelsea Green Publishing UK, London, UK. ISBN 978-1-64502-133-9 (hbk), GBP 20.00.

As a zoologist with a passion for UK conservation, I jumped at the opportunity to read *Birds, Beasts and Bedlam* after learning that it explores Derek Gow's work to convert his farm into a refuge for our threatened wildlife. Although the book delivers on its promised insight into the author's work to rewild in the UK with native species, an unexpected thread throughout its pages explores the conflicting viewpoints of academic researchers and conservation practitioners. Gow's strong opinions may be hard for some academics to stomach but are well worth a read by anyone seeking to understand a practitioner's perspective of UK conservation.

The book has a clearly defined structure, opening with Gow's farming background, followed by chapters covering his work caring for and restoring native wildlife, and concluding with his thoughts on the conservation sector. This structure is emphasized by the author's own illustrations of focal species at the start of each chapter, with my personal favourite being the drawing of a water vole entering its nest.

Where Gow excels best as an author is the vivid imagery he conjures in just a few words. Graphic moments such as a fox carcass becoming a water vole latrine will cast light on the reality of working with wild animals to those unfamiliar with conservation work. Although on occasion the jargon may go beyond the understanding of someone outside the farming community, Gow's anecdotes will still appeal to readers familiar with James Herriot's work. From rampaging bison to biting wildcats, Gow engages all senses to draw the reader into his world; instead of simply stating that he helped deliver the first heck cattle to Britain, he pulls his readers in with lorries that 'lurched through the potholes', their 'pneumatic brakes hissing' and their backs full of cattle whose 'hot breath steamed and dung splattered' from within (p. 85).

Gow's descriptive language extends to the presentation of his personal views and beliefs. He has nostalgia for a 'much less indulgent age' (p. 106) and likens aspects of modern conservation to work that 'trained teams of lower primates with crayons' could do (p. 174). Coming from 'a hearty tribe that kept sheep and cattle' where 'outside [the] tribe [lay] enemies: vegans, conservationists' (p. 71), he is not afraid to criticize those with a different point of view. His description of a woman from Natural England as 'whining' and existing with 'blind unenthusiasm' (p. 79) is just one example of how disengaged he is with certain professional conservationists. As this book is a personal rather than unbiased account, it is only natural that readers will not always agree with the author. I, for example, do not agree that 'it's always individuals ... who change things' (p. 51) or that 'no evidence means no animals are present is a 'fatal' way of thinking (p. 124), but I presume this stems from my own academic background in contrast to Gow's farming one. Readers who do not like to have their beliefs challenged might take offence.

Despite his non-academic background, Gow often eloquently explains academic concepts. Of particular note are the ways in which he describes the cause behind wildcat declines, the impact bison can have on woodland structure, and the reason why we cannot always determine if a species is truly native. Unfortunately, however, zoological intricacies are not always accounted for. Gow contradicts his own belief

that the correct ecological niche should be filled during reintroductions; he calls the difference between the non-native, hybrid edible frogs and native, genetically pure pool frogs a 'petty detail' (p. 127), when in reality hybrid genetics can prevent an animal from filling the desired niche. Additionally, in the last chapter Gow criticizes the hurdles to reintroduction without acknowledging that if things go wrong when you have not jumped the right hurdles, then subsequent reintroductions become more difficult.

Although I do not always agree with Gow's opinions, I do support his ultimate goal of returning to a less organized and more wild state of living. To me, this book highlights the importance of defining the end goal of conservation, so that collaboration is encouraged even where personal views may differ. I believe this book will be of interest to anybody who wants to learn about Gow's experience with our native species and get an insight into the numerous projects in which he has played an important role. However, perhaps more important is its being read by academically trained conservationists, so they may appreciate a different perspective and continue to seek solutions that account for the wide variety of actors in the conservation endeavour.

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Wildlife Management and Landscapes: Principles and Applications edited by William F. Porter, Chad J. Parent, Rosemary A. Stewart & David M. Williams (2021) 360 pp., Johns Hopkins University Press, Baltimore, USA. ISBN 978-1-4214-4020-0 (e-book), USD 74.95.

I picked up this book keen to learn more about habitats, landscapes and their role in wildlife conservation. With contributions from nearly 50 authors, it offers a landscape perspective in the management of wildlife and habitats, with a detailed synopsis of essential principles and applications. The content is structured into four major themes: (1) understanding habitats on a landscape level, (2) providing a foundation of landscape knowledge for wildlife managers, (3) establishing the basics of wildlife management for landscape ecologists, and (4) translating knowledge of landscape ecology into management actions.

In Part I, Understanding Habitats on Landscapes, the book elaborates on the landscape perspective in wildlife and habitat management, the roots of landscape ecology, and wildlife-landscape relationships as a foundation for managing habitats on landscapes. The authors emphasize the need for collaborative approaches for effective wildlife and

habitat management. In particular, collaboration is required between landscape ecologists, who design research projects, assess quantitative data and publish their findings, and natural resource managers, who interpret scientific research and apply it to manage habitats and natural resources on the ground. Although undoubtedly such collaboration between subject experts and managers is vital for effective conservation, I believe sociologists and communication experts need to be added in the collaboration equation. Sociologists can mobilize communities who are key in effective wildlife and habitat management, and communication experts help with the important task of simplifying the scientific jargon and clarifying messages for local communities, to ensure a shared understanding and successful community engagement.

Part II, Establishing a Landscape Foundation for Wildlife Managers, details the essential concepts in landscape ecology for wildlife and natural resource managers, highlights the use of landscape ecology to inform effective management, and describes approaches for translating land-cover datasets into habitat features. It also provides insights into the influence of habitat loss and fragmentation on wildlife populations and the importance of data collection and quantitative considerations for studying pattern-process relationships in landscapes. This part of the book essentially lays the foundation for successful integration of landscape ecology and wildlife management by introducing important terminologies and presenting them in context.

Part III, Establishing a Wildlife Management Foundation for Landscape Ecologists, delves into managing wildlife at landscape scales and provides suggestions for improving communication between landscape ecologists and managers. The authors describe challenges and opportunities in developing useful spatially explicit habitat models and support tools that can aid decision-making in the management of wildlife and landscapes. This part also highlights the importance of conservation incentive programmes to facilitate conservation on privately owned land, noting the need for conservation to be economically competitive to other land uses if it is to succeed on land that is in private hands.

Lastly, Part IV, Translating Landscape Ecology to Management, covers aspects such as the composition of ecological communities of species as key to habitat management at all scales, and argues for a joint venture approach for agencies, organizations, corporations, communities and individuals to implement local or national conservation plans for given species. It also shines a light on how to translate landscape ecology to management and take a cooperative approach to landscape conservation. Mapping of priority