7.2 The constraint given by equation 7.5 is:

$$t_n \left(\mathbf{w}^T \boldsymbol{\phi}(\mathbf{x}_n) + b\right) \geq 1, \qquad n = 1, \ldots, N$$

Replacing the 1 with γ, it becomes:

$$t_n \left(\mathbf{w}^T \boldsymbol{\phi}(\mathbf{x}_n) + b\right) \geq \gamma, \qquad n = 1, \ldots, N$$

This corresponds to the maximum margin hyperplane:

$$\begin{aligned} & t_n \left(\left(\frac{1}{\gamma}\right) \left(\mathbf{w}^T \boldsymbol{\phi}(\mathbf{x}_n) + b\right) \right) = 1 \\ \implies & t_n \left(\left(\frac{\mathbf{w'}}{\gamma}\right)^T \boldsymbol{\phi}(\mathbf{x}_n) + \left(\frac{b}{\gamma}\right) \right) = 1 \\ \implies & t_n \left(\mathbf{w'}^T \boldsymbol{\phi}(\mathbf{x}_n) + b' \right) = 1 \end{aligned}$$

where $\mathbf{w'} = \dfrac{\mathbf{w}}{\gamma}$ and $b' = \dfrac{b}{\gamma}$.

As mentioned in the first paragraph of page 328, a simple rescaling of $\mathbf{w}$ and b gives us the same decision surface, so the solution remains unchanged.