



# The Biotech Century: Harnessing the Gene and Remaking the World

By *Jeremy Rifkin*

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In this seminal book, **Jeremy Rifkin** explores the epic marriage between computer technology and genetic engineering, and the historic transition into the Age of Biotechnology. Already, Rifkin explains, our economy is undergoing a massive shift away from the Industrial Age and into an era in which giant life-science corporations are fashioning a bioindustrial world. Humanity is on the brink of wielding greater control over the shape of life--how we are born; how our food supply is created; the traits our children may have--than has ever been imagined. But with each step into this new era, we must ask ourselves: At what cost?

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### **Editorial Review**

#### Amazon.com Review

When two Scottish scientists successfully cloned a sheep in July 1996, the news sparked fierce scientific, ethical, theological, and philosophical debate, momentarily pulling biotechnology from the laboratories and thrusting it onto the front pages. With living proof that such advancements are no longer the stuff of science fiction, a whole new world of possibilities--and dangers--presented itself. Jeremy Rifkin is more concerned with the dangers of this technology, and in *The Biotech Century*, he presents numerous compelling reasons why we should be, too. Many of these dangers revolve around the seemingly inevitable commercialization of genetically engineered life forms that would come if corporations battled for the rights to patents on new or modified species of plants, animals, or even human beings. Rifkin warns that "designer" babies and genetically perfect humans, along with any other artificial creations, would wreak havoc with the gene pool and the natural environment. While he concedes that there are benefits to biotechnology, he makes it clear that the risks far outweigh the rewards at this time, urging for greater restraint and responsibility before opening what could be a Pandora's box.

#### From Publishers Weekly

We are poised on the brink of a revolution of unparalleled real-life impact, argues Rifkin in this impassioned, erudite and well-reasoned study. Already, recombinant DNA techniques, computer gene-mapping and the globalization of commerce have begun to reshape life: the cloning of mammals for inexpensive pharmaceuticals is but one example. Though he does not dispute the promised benefits of biotechnology, Rifkin, president of the Foundation on Economic Trends and author of *The End of Work* and many other trend-tracking books, warns that we must closely consider its possible (and often little-publicized) negative consequences. A technology that can find genetic sources of disease, for example, can also lead to widespread acceptance of eugenic practices; techniques for genetically altering crops and animals to improve food sources could just as easily be used to create customized biological weapons. ("Scientists say they may be able to clone selective toxins to eliminate specific racial or ethnic groups whose genotypical makeup predispose them to certain disease patterns," Rifkin warns.) Biotechnology has the capacity to deplete, rather than enhance, Earth's gene pool and irreparably damage ecological balance, according to Rifkin, and it may transform our conceptions of nature and of life itself. Just as the Industrial Revolution caused unexpected problems such as depletion of natural resources, overpopulation, economic injustice and pollution, so the Biotech Revolution will inevitably cause problems we cannot yet imagine, Rifkin contends, especially if we fail to educate ourselves about the nature of biotechnology and neglect to make careful decisions about how it should best be used. This wide-ranging and deeply intelligent analysis is an excellent first step. 50,000 first printing; author tour.

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#### From Library Journal

Social and environmental gadfly Rifkin gives an excellent critical analysis of the use of biotechnology, particularly regarding the commercial forces at work. Essential for all libraries. (LJ 3/15/98)

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### **Users Review**

#### **From reader reviews:**

**Dorothy Wright:**

Information is provisions for folks to get better life, information presently can get by anyone in everywhere. The information can be a information or any news even restricted. What people must be consider if those information which is within the former life are hard to be find than now is taking seriously which one is acceptable to believe or which one the actual resource are convinced. If you receive the unstable resource then you have it as your main information we will see huge disadvantage for you. All of those possibilities will not happen within you if you take *The Biotech Century: Harnessing the Gene and Remaking the World* as your daily resource information.

**Melissa Wilcox:**

Reading a guide tends to be new life style in this particular era globalization. With studying you can get a lot of information that could give you benefit in your life. Having book everyone in this world may share their idea. Guides can also inspire a lot of people. A lot of author can inspire all their reader with their story or perhaps their experience. Not only the story that share in the textbooks. But also they write about advantage about something that you need example of this. How to get the good score toefl, or how to teach your children, there are many kinds of book which exist now. The authors on earth always try to improve their proficiency in writing, they also doing some investigation before they write to their book. One of them is this *The Biotech Century: Harnessing the Gene and Remaking the World*.

**Thomas Stewart:**

A lot of people always spent their particular free time to vacation as well as go to the outside with them household or their friend. Were you aware? Many a lot of people spent these people free time just watching TV, as well as playing video games all day long. If you would like try to find a new activity that is look different you can read a book. It is really fun for yourself. If you enjoy the book you read you can spent the whole day to reading a e-book. The book *The Biotech Century: Harnessing the Gene and Remaking the World* it is extremely good to read. There are a lot of individuals who recommended this book. They were enjoying reading this book. In case you did not have enough space bringing this book you can buy the actual e-book. You can m00re quickly to read this book out of your smart phone. The price is not to cover but this book possesses high quality.

**Clarence Williams:**

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