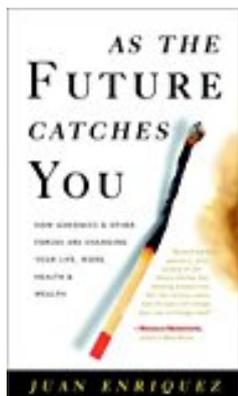


[PDF] As The Future Catches You: How Genomics And Other Forces Are Changing Your Life, Work, Health & Wealth

Juan Enriquez - pdf download free book



Books Details:

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Description:

In *As the Future Catches You*, Juan Enriquez of the Harvard Business School attempts to capture the trajectory of technological progress and understand the forces shaping our social and economic

futures. Enriquez argues that February 2, 2001--the date that anyone with Internet access could contemplate the entire human genome--is akin to 1492 and Columbus's discovery of America. Instead of a new continent however, Enriquez sees the alphabet of DNA (A, adenine; T, thymine; C, cytosine; and G, guanine) and predicts that it will be the "dominant language and economic driver of this century." While none of the ideas presented here are entirely new, *As the Future Catches You* stands out because of Enriquez's ability to view and connect trends--genomics in particular--in a way that just about anyone can understand. Eye-popping typography and graphics coupled with a compact and almost poetic writing style make this thought-provoking book one to savor. Highly recommended. --*Harry C. Edwards*

From Publishers Weekly Harvard Business School research fellow Juan Enriquez has great enthusiasm for his subject and his audience in *As the Future Catches You: How Genomics & Other Forces Are Changing Your Life, Work, Health & Wealth*. "I would like you and I to have a conversation," he writes. "There is space on each page for your own notes, thoughts," etc. Space indeed, and more: this consideration of scientific advancement, technological and economic trends and their effects offers graphically arresting pages complete with pictures, highlighted words, graphs, and large blank margins. Enriquez's hyperventilating presentation (how many ellipses can one author use?) might get in the way of the facts at times, but the facts about the ability of genetically modified bananas to vaccinate those who consume them against particular diseases, for example can be very interesting indeed.

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