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The Shark's Paintbrush

By Harman, Jay

Book Condition: New. Publisher/Verlag: Perseus Books | Biomimicry and How Nature Is Inspiring Innovation | The wave of the future has been around since the beginning of time: it's called Nature. Let inventor and entrepreneur Jay Harman introduce you to stunning solutions to some of the world's thorniest problems. Why does the bumblebee have better aerodynamics than a 747? How can a seashell keep a microchip from overheating? What structural design is shared by a tornado and a blood vessel? How can the design of a butterfly wing reduce the world's lighting energy bill by 80 per cent? How will fleas' knees and bees' shoulders help scientists formulate a near-perfect rubber? Today an interdisciplinary and international group of scientists, inventors, and engineers is turning to nature to innovate and find elegant solutions to human problems. The principle driving this transformation is called biomimicry, and Harman shares a wide range of examples of how we're borrowing from natural models to invent profitable, green solutions to pressing industrial challenges. Aimed at a business audience, aspiring entrepreneurs, environmentalists, and general science readers, The Shark's Paintbrush reflects a force of change in the new global economy that does more than simply gratify human industrial...


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