



The Shark's Paintbrush: Biomimicry and How Nature is Inspiring Innovation (Hardback)

By Jay Harman

Hodder Stoughton General Division, United Kingdom, 2013. Hardback. Condition: New. Language: English . Brand New Book. The wave of the future has been around since the beginning of times: 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 copying a butterfly wing reduce the world's lighting energy bill by 80%? 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 ambition; it teaches us how to live in harmony with nature and opens bright opportunities for a better...



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