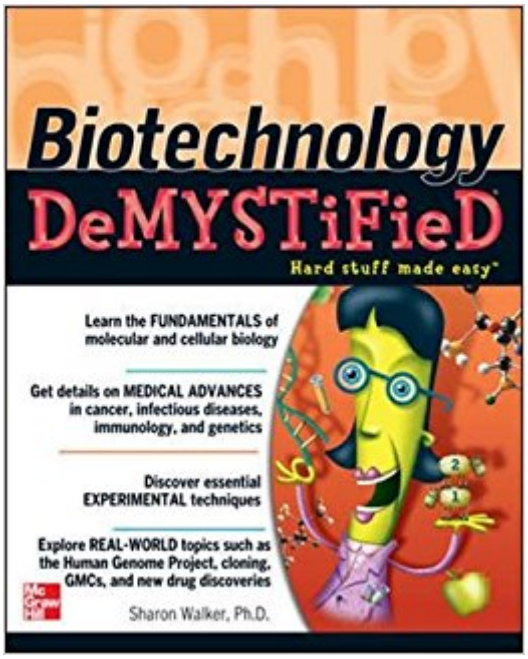
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Biotechnology Demystified



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Synopsis

This self-teaching guide explains the basic concepts and fundamentals in all the major subtopics of biotechnology. The content advances logically from the basics of molecular and cellular biology to more complex topics such as DNA, reproductive cloning, experimental procedures, infectious diseases, immunology, the Human Genome Project, new drug discoveries, and genetic disorders.

Book Information

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Customer Reviews

DISCOVER all the RED-HOT areas of biotechnology! Encompassing everything from promising new drug therapies and experimental treatment of genetic disorders to potential pandemics and bioterrorist threats, biotechnology is one of the most talked-about and exciting branches of science. And there is no faster or more effective way to master all the essential subtopics within this emerging area. Biotechnology Demystified lets you learn at your own comfortable pace. Coverage advances logically and smoothly, from the basics of molecular and cellular biology to more complex topics. In this unique guide, learning is continually reinforced and achievement demonstrated. Multiple-choice quizzes at the ends of chapters and a final exam help guide you to topic mastery -- without stress or anxiety. This one-of-a-kind self-teaching text helps you: Understand molecules and the cellular basis of life -- how information flows within the cell... DNA replication and cell division... how cells interact with what's "outside" Explore essential experimental techniques in biotechnology -- the stuff of "CSI" Learn what's involved in cancer and the cell cycle... infectious diseases... immunology... genetic disease Find out what the Human Genome Project is, and what

it’s used for Understand the science and controversy surrounding reproductive cloning and genetically modified (GM) crops Keep up with the accelerating pace of new drug development Take a "final exam" and grade it yourself! Simple enough for a beginner, but challenging enough for an advanced student, Biotechnology Demystified is a lively and entertaining guide to understanding a science that’s making the news daily!

Bret Wing, Ph.D. (Tulsa, OK) recently finished a 6 year research fellowship at Princeton University in the Molecular Biology Department. Prior to this, he worked for 10 years in the Microbiology and Immunology Department at the University of North Carolina at Chapel Hill. He has extensive, professional level knowledge of the scientific concepts of many areas of biotechnology, as well as the experimental basis for these ideas. Bret is a member of the American Society of Microbiology.

We are in the process of starting a biotechnology class within the district that I teach. This has been a nice reference tool to have as we begin writing the curriculum and I plan out our year. My only complaint is that it is a little too simplistic and that it leans more towards entry level biology, rather than focusing on biotechnology principles.

This book is full of errors and makes somewhat simple concepts more confusing because errors and poor conceptualization

Some of the information was a little off. The Professor had to make changes to make some of the answers accurate

This book is a great way to get up to speed when working on interdisciplinary projects in the biotechnology space. I really found te material accessible and the applications sections particularly enlightening as an Aerospace engineer working on a bioscience related project.

good!

Yes, my order meet my requirements.

Great for highlighting the key concepts. Gives the minimum that literacy in biochemistry requirers.

Excellent intro. Book in excellent shape

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