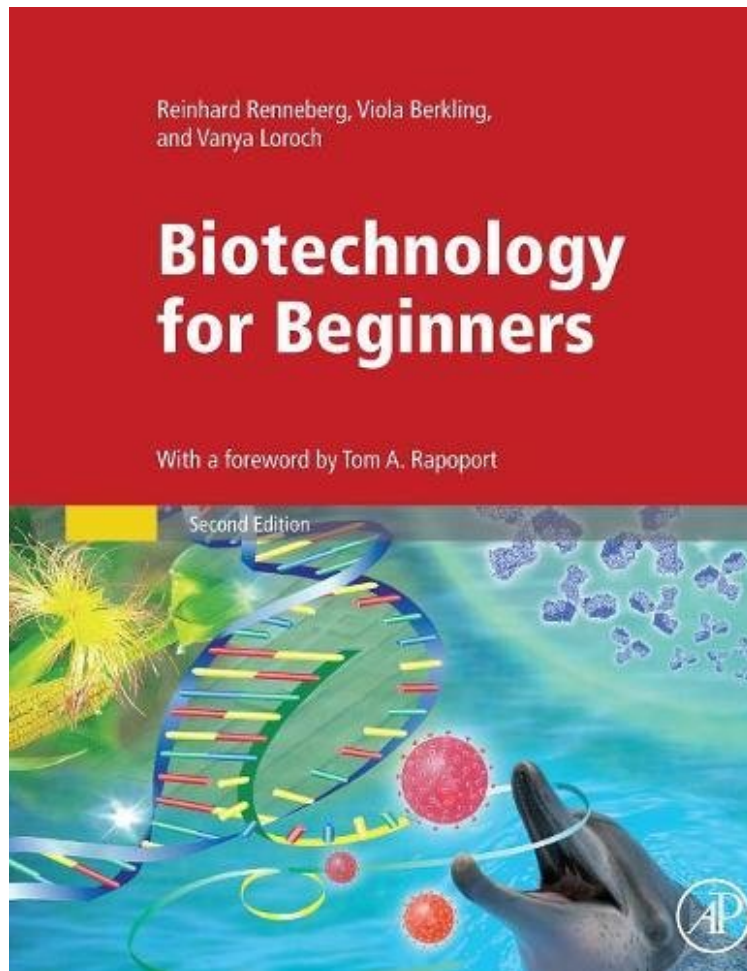


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## Biotechnology for Beginners, Second Edition

*Reinhard Renneberg, Viola Berkling, Vanya Loroch*  
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**Reinhard Renneberg, Viola Berkling, Vanya Loroch : Biotechnology for Beginners, Second Edition** before purchasing it in order to gage whether or not it would be worth my time, and all praised Biotechnology for Beginners, Second Edition:

Biotechnology for Beginners, Second Edition, presents the latest information and developments from the field of biotechnologythe applied science of using living organisms and their by-products for commercial developmentwhich has grown and evolved to such an extent over the past few years that increasing numbers of professionals work in areas that are directly impacted by the science. For the first time, this book offers an exciting and colorful overview of biotechnology for professionals and students in a wide array of the life sciences, including genetics, immunology, biochemistry, agronomy, and animal science. This book also appeals to the lay reader without a scientific background

who is interested in an entertaining and informative introduction to the key aspects of biotechnology. Authors Renneberg and Demain discuss the opportunities and risks of individual technologies and provide historical data in easy-to-reference boxes, highlighting key topics. The book covers all major aspects of the field, from food biotechnology to enzymes, genetic engineering, viruses, antibodies, and vaccines, to environmental biotechnology, transgenic animals, analytical biotechnology, and the human genome. This stimulating book is the most user-friendly source for a comprehensive overview of this complex field. Provides accessible content to the lay reader who does not have an extensive scientific background. Includes all facets of biotechnology applications. Covers articles from the most respected scientists, including Alan Guttmacher, Carl Djerassi, Frances S. Ligler, Jared Diamond, Susan Greenfield, and more. Contains a summary, annotated references, links to useful web sites, and appealing review questions at the end of each chapter. Presents more than 600 color figures and over 100 illustrations. Written in an enthusiastic and engaging style unlike other existing theoretical and dry-style biotechnology books.

"This great book is highly contagious, if you open it, you want to read more and more..." --Jim Larrick, US-Biotech entrepreneur and founder of Absalus.

**About the Author**  
Reinhard Renneberg received his PhD at Central Institute of Molecular Biology, Berlin, German Democratic Republic in 1979. Since 1995 Professor Renneberg has been heading the Biosensor group at the Department of Chemistry of the Hong Kong University of Science and Technology. He is an expert in biotests, biosensors and signal amplification technologies. Dr. Renneberg is also the inventor of Cardiodetect, a rapid fatty acid-binding protein (FABP) immunotest which allows diagnosis or exclusion of acute myocardial infarction within half an hour after the onset of symptom and of InfectCheck, a barcode-style lateral flow assay for semi-quantitative detection of C-reactive protein (CRP) in distinguishing between bacterial and viral infections. Dr. Renneberg is the author of several books on biotechnology, including the award-winning textbook *Biotechnology for Beginners* which the university includes in many of its training packages. He advises a wide range of biotechnology companies as expert content provider, pedagogical expert and top-level academic relay for biotechnology education.

Viola Berkling studied oriental languages and sciences at Leipzig University and has worked for over 2 decades in the German BP. She has written 4 books with Reinhard Renneberg and Iris Rapoport and has worked hard to bring science to life in a fun, interesting, and vivid way for everyone using a mix of articles and cartoons.

Vanya Loroch, PhD is a Professor in Biotech-inspired sustainable business practices at Business School Lausanne and an independent educator in biology and biotechnology serving all non-biologists working in the life science industries.