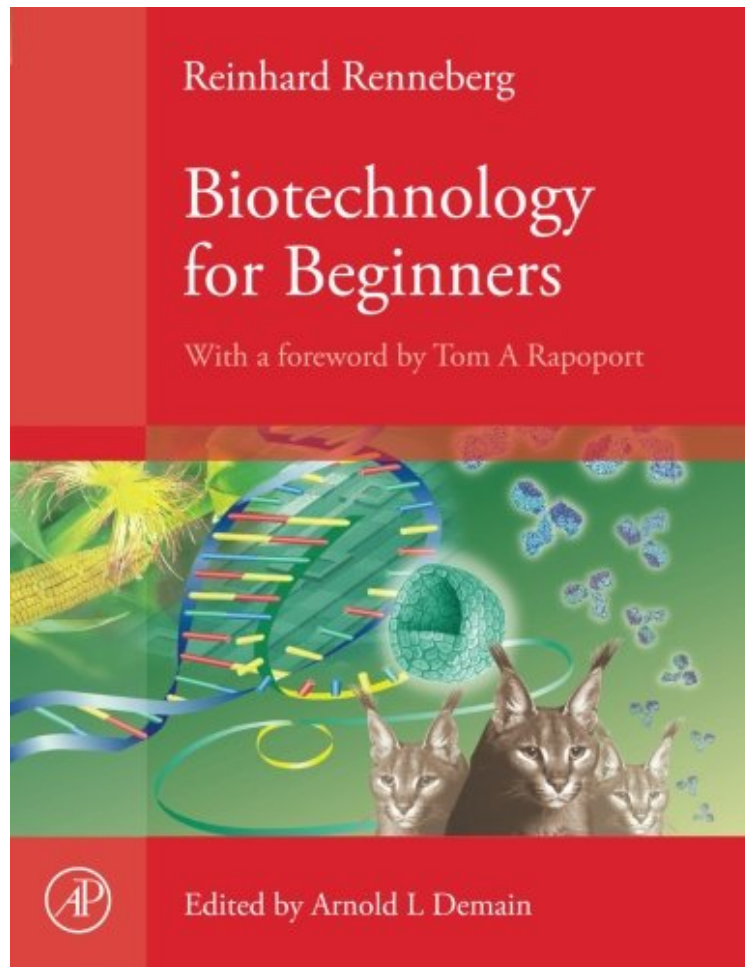


Biotechnology for Beginners

Reinhard Renneberg

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Biotechnology is the applied science of using living organisms and their by-products for commercial development. It has grown and evolved to such an extent over the past few years that increasing numbers of professionals work in areas directly impacted by it. 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, Food Science, 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. Biotechnology for Beginners 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. Accessible to the lay reader without scientific background knowledge. Coverage includes all facets of biotechnology applications. Includes articles from the hottest Scientists: Alan Gutmacher, Carl Djerassi, Frances S. Ligler, Jared Diamond, Susan Greenfield, and more. Each chapter concludes with a summary, annotated references, links to useful Web sites, and appealing review questions. 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.