Are Archetypes Biological Codes Code Biology

A Woman's Book of Life

7 Secrets of Marketing in a Multi-Cultural World offers strategies for applying cultural archetypes and the logic of emotion to make domestics and international marketing efforts more effective and profitable.

Mimicry and Meaning: Structure and Semiotics of Biological Mimicry

Building Brands & Believers--How to connect with Consumers using Archetypes "Kent Wertime successfully argues that while products are becoming more alike, brands can avoid 'commoditization' by drawing on the rich language of archetypes to tap into more unconscious and emotional levels that influence consumer perception and preference. His book provides a highly suggestive framework for bringing any brand to life."

Philip Kotler, S.C. Johnson Distinguished Professor of international Marketing, Kellogg Graduate School of Management, Northwestern University "Building Brands and Believers offers striking new insights into the ways in which companies connect with consumers. Kent Wertime's profound experience in marketing-across many products and regions of the world-has resulted in an intriguing and highly persuasive model, based on twelve simple archetypes. This highly original and thought-provoking book make an important new contribution to the branding debate." Simon Anholt, Consultant and Author of Another one Bites The Grass "A must-read for all marketers who value and apply consumer insights in their decision making. Kent Wertime skillfully captures the connections between brands and the users' minds with simplicity and clarity." Michael Tan, Senior Director of Marketing, Tricon Restaurants International Asia Franchise "Kent Wertime is one of the most stimulating thinkers I've worked with. I am recommending this book as a superb analysis of how modern communication works. Buy it and learn how to build a brand." John Goodman, President, OgilvyOne Asia-Pacific "Brands are woven into the fabric of popular cultures the world over. By analyzing how brands connect with consumers, Building Brands &
Believers shows how companies can communicate their brand and company images more effectively to create value and achieve superior business results."--Malcolm Sullivan, Marketing Director, China Mid-Pacific Region, FedEx
"Kent Weretime provides valuable insights on how companies can use archetypes to enhance their brands. This book will change many readers' views about the way to create effective images and communication."--Joerg Ohle, Regional Director, Bayer Health Care Asia Pacific

The Healing Code

The present book analyses critically the tripartite mimicry model (consisting of the mimic, model and receiver species) and develops semiotic tools for comparative analysis. It is proposed that mimicry has a double structure where sign relations in communication are in constant interplay with ecological relations between species. Multi-constructivism and toolbox-like conceptual methods are advocated for, as these allow taking into account both the participants’ Umwelten as well as cultural meanings related to specific mimicry cases. From biosemiotic viewpoint, mimicry is a sign relation, where deceptively similar messages are perceived, interpreted and acted upon. Focusing on living subjects and their communication opens up new ways to understand mimicry. Such view helps to explain the diversity of mimicry as well as mimicry studies and treat these in a single framework. On a meta-level, a semiotic view allows critical reflection on the use of mimicry concept in modern biology. The author further discusses interpretations of mimicry in contemporary semiotics, analyses mimicry as communicative interaction, relates mimicry to iconic signs and focuses on abstract resemblances in mimicry. Theoretical discussions are illustrated with detailed excursions into practical mimicry cases in nature (brood parasitism, eyespots, myrmecomorphy, etc.). The book concludes with a conviction that mimicry should be treated in a broader semiotic-ecological context as it presumes the existence of ecological codes and other sign conventions in the ecosystem.

Adaptational Biology

This book is the study of all codes of life with the standard methods of science. The genetic code and the codes of culture have been known for a long time and represent the historical foundation of this book. What is really new in this field is the study of all codes that came after the genetic code and before the codes of culture. The existence of these organic codes, however, is not only a major experimental fact. It is one of those facts that have extraordinary theoretical implications. The first is that most events of macroevolution were associated with the origin of new organic codes, and this gives us a completely new reconstruction of the history of life. The second implication is that codes involve meaning and we need therefore to introduce in biology not only the concept of information but also the concept of biological meaning. The third theoretical implication comes from the fact that the organic codes have been highly conserved in evolution, which means that they are the greatest invariants of life. The study of the organic codes, in short, is bringing to light new mechanisms that have operated in the history of life and new fundamental concepts in biology.
ETHICAL CODE FOR COUNSELLING IN EDUCATION IN A MULTICULTURAL SOCIETY

To assess the main trends of philosophy in the world today, the author avoids using a simple geographical framework and favours instead a schema that identifies philosophical fields or loci with questions being presently researched and discussed.

Molecular Biology in Narrative Form

Drawing on comprehensive analyses of all of Sophocles' plays, Charles Segal examines Sophocles both as a great dramatic poet & as a serious thinker. He shows how Sophoclean tragedy reflects the human condition in its constant & tragic struggle for order & civilized life against the ever-present threat of savagery & chaotic violence. For this edition Segal also provides a new preface discussing recent developments in the study of Sophocles.

7 Secrets of Marketing in a Multi-cultural World

Archetypal Expressions is a fresh approach to one of Jung's best-know and most exciting concepts. Richard M. Gray uses archetypes as the basis for a new means of interpreting the world and lays the foundations of what he terms an "archetypal sociology". Jung's ideas are combined with elements of modern biology and systems theory to explore the basic human experiences of life, which recur through the ages. Revealing the implicitly cross-cultural and interdisciplinary nature of Jungian Psychology, Archetypal Explorations represents a significant contribution to the literature of archetypes and integrative approaches to human behaviour.

Life Sciences and Space Research XXI(2)

Tragedy and Civilization

Symbolism is the most powerful and ancient means of communication available to humankind. For centuries people have expressed their preoccupations and concerns through symbolism in the form of myths, stories, religions, and dreams. The meaning of symbols has long been debated among philosophers, antiquarians, theologians, and, more recently, anthropologists and psychologists. In Ariadne's Clue, distinguished analyst and psychiatrist Anthony Stevens explores the nature of symbols and explains how and why we create the symbols we do. The book is divided into two parts: an interpretive section that concerns symbols in general and a "dictionary" that lists hundreds of symbols and explains their origins, their resemblances to other symbols, and the belief systems behind them. In the first section, Stevens takes the ideas of C. G. Jung a stage further, asserting not only that we possess an innate symbol-forming propensity that exists as a creative and integral part of our psychic make-up, but also that the human mind evolved this capacity as a result of selection pressures encountered by our species in the course of its evolutionary history. Stevens argues that symbol formation has an
adaptive function: it promotes our grasp on reality and in dreams often corrects
deficient modes of psychological functioning. In the second section, Stevens
examines symbols under four headings: "The Physical Environment," "Culture and
Psyche," "People, Animals, and Plants," and "The Body." Many of the symbols are
illustrated in the book's rich variety of woodcuts. From the ancient symbol of the
serpent to the archetypal masculine and feminine, from the earth to the stars, from
the primordial landscape of the savannah to the mysterious depths of the sea,
Stevens traces a host of common symbols back through time to reveal their
psychodynamic functioning and looks at their deep-rooted effects on the lives of
modern men, women, and children.

The Coding Manual for Qualitative Researchers

PART I Molecular Biology 1. Molecular Biology and Genetic Engineering Definition,
History and Scope 2. Chemistry of the Cell: 1. Micromolecules (Sugars, Fatty Acids,
Amino Acids, Nucleotides and Lipids) Sugars (Carbohydrates) 3. Chemistry of the
Cell . 2. Macromolecules (Nucleic Acids; Proteins and Polysaccharides) Covalent
and Repair of DNA DNA Replication: General Features 5. Organisation of Genetic
Material 1. Packaging of DNA as Nucleosomes in Eukaryotes Techniques Leading to
Nucleosome Discovery 6. Organization of Genetic Material 2. Repetitive and Unique
DNA Sequences 7. Organization of Genetic Material: 3. Split Genes, Overlapping
Genes, Pseudogenes and Cryptic Genes Split Genes or .Interrupted Genes 8.
Multigene Families in Eukaryotes 9. Organization of Mitochondrial and Chloroplast
Genomes 10. The Genetic Code 11. Protein Synthesis Apparatus Ribosome,
Protein Synthesis 1. Transcription in Prokaryotes and Eukaryotes 13. Expression of
Gene: Protein Synthesis: 2. RNA Processing (RNA Splicing, RNA Editing and
Ribozymes) Polyadenylation of mRNA in Prokaryotes Addition of Cap (m7G) and
Tail (Poly A) for mRNA in Eukaryotes 14. Expression of Gene: Protein Synthesis: 3.
Synthesis and Transport of Proteins (Prokaryotes and Eukaryotes) Formation of
Aminoacyl tRNA 15. Regulation of Gene Expression: 1. Operon Circuits in Bacteria
and Other Prokaryotes 16. Regulation of Gene Expression . 2. Circuits for Lytic
Cycle and Lysogeny in Bacteriophages 17. Regulation of Gene Expression 3. A
Variety of Mechanisms in Eukaryotes (Including Cell Receptors and Cell Signalling)
PART II Genetic Engineering 18. Recombinant DNA and Gene Cloning 1. Cloning
and Expression Vectors 19. Recombinant DNA and Gene Cloning 2. Chimeric DNA,
Molecular Probes and Gene Libraries 20. Polymerase Chain Reaction (PCR) and
Separation, Purification and Identification 23. Immunotechnology 1. B-Cells,
Antibodies, Interferons and Vaccines 24. Immunotechnology 2. T-Cell Receptors
and MHC Restriction 25. Immunotechnology 3. Hybridoma and Monoclonal
Antibodies (mAbs) Hybridoma Technology and the Production of Monoclonal
Antibodies 26. Transfection Methods and Transgenic Animals 27. Animal and
Human Genomics: Molecular Maps and Genome Sequences Molecular Markers 28.
Biotechnology in Medicine: I. Vaccines, Diagnostics and Forensics Animal and
Human Health Care 29. Biotechnology in Medicine 2. Gene Therapy Human
Diseases Targeted for Gene Therapy Vectors and Other Delivery Systems for Gene
Therapy 30. Biotechnology in Medicine: 3. Pharmacogenetics / Pharmacogenomics
and Personalized Medicine Pharmacogenetics and Personalized 31. Plant Cell and

Men Against Time

Building Brands & Believers

The Second Edition of Johnny Saldaña's international bestseller provides an in-depth guide to the multiple approaches available for coding qualitative data. Fully up to date, it includes new chapters, more coding techniques and an additional glossary. Clear, practical and authoritative, the book: -describes how coding initiates qualitative data analysis -demonstrates the writing of analytic memos -discusses available analytic software -suggests how best to use The Coding Manual for Qualitative Researchers for particular studies. In total, 32 coding methods are profiled that can be applied to a range of research genres from grounded theory to phenomenology to narrative inquiry. For each approach, Saldaña discusses the method's origins, a description of the method, practical applications, and a clearly illustrated example with analytic follow-up. A unique and invaluable reference for students, teachers, and practitioners of qualitative inquiry, this book is essential reading across the social sciences.

Aerospace Medicine and Biology

Why is it so difficult to change our beliefs and behaviors even when we know they no longer serve us? How can certain individuals reverse "incurable" disease while others suffer the effects of childhood wounds despite years of therapy? How is it that the centenarians make up the fastest-growing segment of the U.S. population—even though the majority of people over the age of 100 rarely visit their doctors? When Dr. Mario Martinez began his career in clinical neuropsychology, he was determined to find the answers to baffling questions like these. With The MindBody Code, he shares the rewards of an investigation that has spanned generations and cultures to reveal the most effective methods for initiating deep and lasting change—and the empowering new science of biocognition that substantiates their results. Far from a quick-fix approach, The MindBody Code will challenge you to embrace a bold paradigm for health and wellbeing that requires your courage, patience, and commitment. You will not only learn the basics of this cutting-edge science, you will learn to communicate with your body in its own "biosymbolic" language to begin making changes that till this point may have been elusive at best. Through fascinating case studies and practical training in embodying the methodology, Dr. Martinez illuminates: The overt and subtle ways our cultural beliefs impact our immune system—and the pathways to healing the archetypal wounds of shame, abandonment, and betrayal. How to break through the ceilings of abundance that limit prosperity and create the "subcultures of wellness" that will help you reach your full potential. Lessons from the centenarians—how to transform "aging consciousness" to continually increase your value and competence as you grow older.
conflicts—getting to the root of challenges often mistaken as psychiatric disorders. Why do so many popular methods of personal transformation fail despite our efforts and intentions? Because they don't address the mindbody code—your body's "operating instructions" for interpreting your world, creating your sense of self, and defining what's really possible for you. The MindBody Code is your key to safely and successfully confront your fears, disillusionment, and learned helplessness with tools that harness the hope, joy, and unconditional love you hold within.

Course objectives: Explain the overt and subtle ways our cultural beliefs impact our immune system—and the pathways to healing the archetypal wounds of shame, abandonment, and betrayal. Discuss how to break through the ceilings of abundance that limit prosperity and create the "subcultures of wellness" that will help you reach your full potential. Utilize lessons from the centenarians—how to transform "aging consciousness" to continually increase your value and competence as you grow older. Define psychospiritual conflicts—how to get to the root of challenges often mistaken as psychiatric disorders.

The Genetic Gods

Organized for easy reference and crucial practice, coverage of all the essential topics presented as 500 AP-style questions with detailed answer explanations. 500 AP Biology Questions to Know by Test Day is tailored to meet your study needs—whether you have left it to the last minute to prepare or have been studying for months. You will benefit from going over the questions written to parallel the topic, format, and degree of difficulty of the questions contained in the AP exam, accompanied by answers with comprehensive explanations. Features: 500 AP-style questions and answers referenced to core AP materials. Review explanations for right and wrong answers. Additional online practice. Close simulations of the real AP exams. Updated material reflects the latest tests. Online practice exercises.

Code Biology

The bestselling author of "Minding the Body, Mending the Mind" reveals the interconnected loop of the mind, body, and spirit in a pioneering book that will teach women how to maximize their health and well-being as well as discover the extraordinary power that comes with each stage of the feminine life cycle.

Archetypal Explorations

Professor Kostera is a consummate writer whose studies stand out for originality of approach. Her contribution to our knowledge of the inner mechanisms and wider effects of organizations is impossible to over-value: indeed without Kostera's input, our knowledge of organizations, the successive reincarnations and strategy changes would be so much poorer. The book is pursued with exquisite consistency and sense of purpose. It is presented in all its enormous cognitive potential and exceptional analytical utility. A study of great value to both students and
practitioners of organization.Í _ Zygmunt Bauman, University of Leeds, UK This book reflects on organizations through archetypical tales-stories particularly resonant with deep meanings present in culture and the soul. Archetypes are common patterns containing hidden images of human motivations, offering inspiration and awakening imagination. This book is a collection of such tales, connected to twelve organizational archetypes, where each are illustrated by more general theoretical reflections, current management and organization theory literature, as well as practical examples. Monika Kostera proposes an imagery and language for self-management and self-organization for non-corporate use including entrepreneurs and multipurpose NGOs. Stories and examples from and of, contemporary organizations in different contexts will prove insightful to students, academics and researchers of management, business, sociology and economics. Social entrepreneurs and NGO activists will also find plenty of invaluable information is this inspirational study.

**Cell and Molecular Biology**

An internationally revered cultural anthropologist and marketing expert reveals techniques, perfected over three decades of working with Fortune 100 companies, that can help companies decode the most powerful symbols within a culture, and understand why each culture behaves the way they do. Reprint. 25,000 first printing.

**Code**

With over 1 million copies sold worldwide and translated into 29 languages, Dr. Alex Loyd's international bestselling book is a life-changing program that uses energy medicine to heal mental and physical challenges. THE HEALING CODE is your healing kit for life--to reover from the issues you know about, and repair the ones you don't. The book also includes: The Seven Secrets of life, health, and prosperity The 10-second Instant Impact technique for defusing daily stress The Heart Issues Finder, the only test that identifies your source issues in a succinct personalized report. Dr. Alex Loyd discovered how to activate a physical function built into the body that consistently and predictably removes the source of 95% of all illness and disease so that the neuro-immune system takes over its job of healing whatever is wrong with the body. His findings were validated by tests and by the thousands of people from all over the world who have used The Healing Code's system to heal virtually any physical, emotional, or relational issue, as well as realize breakthroughs in success. His testing also revealed that there is a "Universal Healing Code" that will heal most issues for most people. In this book you will get that Universal Healing Code, which takes only minutes to do.

**Nature**

**International Aerospace Abstracts**

These two volumes form the second part of Main trends of research in the social and human sciences. Part 1: Social Sciences, Unesco, 1970. Unza library no.
The MindBody Code

Molecular Evolution

Mauri Ora

Where does science end and religion begin? Can "spiritual" images and feelings be understood on a neurobiological level without dismissing their power and mystery? In this book, psychiatrist Erik Goodwyn addresses these questions by reviewing decades of research, putting together a compelling argument that the emotional imagery of myth and dreams can be traced to our deep brain physiology, and importantly, how a sensitive look at this data reveals why mythic or religious symbols are indeed more "godlike" than we might have imagined. The Neurobiology of the Gods weaves together Jungian depth psychology with research in evolutionary psychology, neuroanatomy, cognitive science, neuroscience, anthropology, mental imagery, dream research, and metaphor theory into a comprehensive model of how our brains contribute to the recurrent images of dreams, myth, religion and even hallucinations. Divided into three sections, this book provides: definitions and foundations an examination of individual symbols conclusive thoughts on how brain physiology shapes the recurring images that we experience. Goodwyn shows how common dream, myth and religious experiences can be meaningful and purposeful without discarding scientific rigor. The Neurobiology of the Gods will therefore be essential reading for Jungian analysts and psychologists as well as those with an interest in philosophy, anthropology and the interface between science and religion.

Main trends of research in the social and human sciences

In this volume of 15 articles, contributors from a wide range of disciplines present their analyses of Disney movies and Disney music, which are mainstays of popular culture. The power of the Disney brand has heightened the need for academics to question whether Disney’s films and music function as a tool of the Western elite that shapes the views of those less empowered. Given its global reach, how the Walt Disney Company handles the role of race, gender, and sexuality in social structural inequality merits serious reflection according to a number of the articles in the volume. On the other hand, other authors argue that Disney productions can help individuals cope with difficult situations or embrace progressive thinking. The different approaches to the assessment of Disney films as cultural artifacts also vary according to the theoretical perspectives guiding the interpretation of both overt and latent symbolic meaning in the movies. The authors of the 15 articles encourage readers to engage with the material, showcasing a variety of views about the good, the bad, and the best way forward.

The Soul's Code

**The Culture Code**

**Main Trends in Philosophy**

A selection of annotated references to unclassified reports and journal articles that were introduced into the NASA scientific and technical information system and announced in Scientific and technical aerospace reports (STAR) and International aerospace abstracts (IAA).

**Morphic Resonance**

**True Hallucinations**

**Organizations and Archetypes**

Commonly dismissed as mystical by scientists, archetypes were described by Jung as biological entities, which have evolved through natural selection, and which, if they exist at all, must be amenable to empirical study. Anthony Stevens has discovered the key to opening up this long-ignored scientific approach to the archetype.

**Archetype**

**The Psychosocial Implications of Disney Movies**

**Quarterly Journal**

What do flashlights, the British invasion, black cats, and seesaws have to do with computers? In CODE, they show us the ingenious ways we manipulate language and invent new means of communicating with each other. And through CODE, we see how this ingenuity and our very human compulsion to communicate have driven the technological innovations of the past two centuries. Using everyday objects and familiar language systems such as Braille and Morse code, author Charles Petzold weaves an illuminating narrative for anyone who’s ever wondered about the secret inner life of computers and other smart machines. It’s a cleverly illustrated and eminently comprehensible story—and along the way, you’ll discover you’ve gained a real context for understanding today’s world of PCs, digital media, and the Internet. No matter what your level of technical savvy, CODE will charm you—and perhaps even awaken the technophile within.

**Faxon Librarians' Guide to Serials**
The bestselling author of The Culture Code explains why marketing and social psychology must evolve to acknowledge new, universally held human values

**Ariadne's Clue**

The book is a toolkit to equip guidance Counselors in education, policy makers, educators, teachers, medics, social workers and chaplains in unleashing students and help-seeker's potential. It focuses on the character of the help-givers as they confer with learners in their life destiny. It addresses issues of confidentiality, welfare of learners and counselees, justice, multicultural diversity counseling competence, benevolence, non-Malefiscence, non omnipotence, fallibility, non-nepotism, fidelity, autonomy, walking on helpseekers, rights and dignity, pedagogical competence, self serving bias, records handling, professional competence, integrity, boundaries of relationships, truthfulness and candor, professional responsibility, social responsibility, termination and referral et cetera. The author presents life related case studies as insights into dealing with human life hurts and calls for the highest standard of reputation, conduct, study and training to be the true channels of healing to the population.

**Molecular Biology and Genetic Engineering**

"Plato called it "daimon," the Romans "genius," the Christians "guardian angel"; today we use such terms as "heart," "spirit," and "soul." While philosophers and psychologists from Plato to Jung have studied and debated the fundamental essence of our individuality, our modern culture refuses to accept that a unique soul guides each of us from birth, shaping the course of our lives. In this extraordinary bestseller, James Hillman presents a brilliant vision of our selves, and an exciting approach to the mystery at the center of every life that asks, "What is it, in my heart, that I must do, be, and have? And why?" Drawing on the biographies of figures such as Ella Fitzgerald and Mohandas K. Gandhi, Hillman argues that character is fate, that there is more to each individual than can be explained by genetics and environment. The result is a reasoned and powerful road map to understanding our true nature and discovering an eye-opening array of choices--from the way we raise our children to our career paths to our social and personal commitments to achieving excellence in our time."--

**McGraw-Hill Education 500 College Biology Questions: Ace Your College Exams**

More than a mere overview, the book offers readers a strong grounding in the basic principles of Jung's analytical psychology in addition to illuminating insights.

**The Neurobiology of the Gods**

New updated and expanded edition of the groundbreaking book that ignited a firestorm in the scientific world with its radical approach to evolution • Explains how past forms and behaviors of organisms determine those of similar organisms in the present through morphic resonance • Reveals the nonmaterial connections that allow direct communication across time and space When A New Science of
Life was first published the British journal Nature called it “the best candidate for burning there has been for many years.” The book called into question the prevailing mechanistic theory of life when its author, Rupert Sheldrake, a former research fellow of the Royal Society, proposed that morphogenetic fields are responsible for the characteristic form and organization of systems in biology, chemistry, and physics–and that they have measurable physical effects. Using his theory of morphic resonance, Sheldrake was able to reinterpret the regularities of nature as being more like habits than immutable laws, offering a new understanding of life and consciousness. In the years since its first publication, Sheldrake has continued his research to demonstrate that the past forms and behavior of organisms influence present organisms through direct immaterial connections across time and space. This can explain why new chemicals become easier to crystallize all over the world the more often their crystals have already formed, and why when laboratory rats have learned how to navigate a maze in one place, rats elsewhere appear to learn it more easily. With more than two decades of new research and data, Rupert Sheldrake makes an even stronger case for the validity of the theory of formative causation that can radically transform how we see our world and our future.

The Global Code

They mastermind our lives, shaping our features, our health, and our behavior, even in the sacrosanct realms of love and sex, religion, aging, and death. Yet we are the ones who house, perpetuate, and give the promise of immortality to these biological agents, our genetic gods. The link between genes and gods is hardly arbitrary, as the distinguished evolutionary geneticist John Avise reveals in this compelling book. In clear, straightforward terms, Avise reviews recent discoveries in molecular biology, evolutionary genetics, and human genetic engineering, and discusses the relevance of these findings to issues of ultimate concern traditionally reserved for mythology, theology, and religious faith. The book explains how the genetic gods figure in our development--not just our metabolism and physiology, but even our emotional disposition, personality, ethical leanings, and, indeed, religiosity. Yet genes are physical rather than metaphysical entities. Having arisen via an amoral evolutionary process--natural selection--genes have no consciousness, no sentient code of conduct, no reflective concern about the consequences of their actions. It is Avise's contention that current genetic knowledge can inform our attempts to answer typically religious questions--about origins, fate, and meaning. The Genetic Gods challenges us to make the necessary connection between what we know, what we believe, and what we embody. Table of Contents: Preface Prologue 1. The Doctrines of Biological Science 2. Geneses 3. Genetic Maladies 4. Genetic Beneficence 5. Strategies of the Genes 6. Genetic Sovereignty 7. New Lords of Our Genes? 8. Meaning Epilogue Notes Glossary Index Reviews of this book: Our genes, [Avise] says, are responsible not only for how we got here and exist day to day, but also for the core of our being--our personalities and morals. It is our genetic make-up that allows for and formulates our religious belief systems, he argues. Avise does not eschew spirituality but seeks a more informed, less confrontational approach between science and the pulpit. --Science News Reviews of this book: For the general scientific reader, the book is an excellent distillation of a broad and increasingly important field, a course of causation that cannot be ignored. From advising expectant parents to getting
innocent people off death row, genetics increasingly dominates our lives. The sections on genetics are expertly written, particularly for those readers without in-depth knowledge. The author explains slowly and carefully just how genetics operates, using multiple metaphors. His genetic discourse proceeds in a neighborly fashion, as one might tell stories while sitting in a rocking chair at a country store. He seems to be invigorated by genes and just can't wait to tell about them. --David W. Hodo, Journal of the American Medical Association Reviews of this book: As a whole, this book is quite informative and stimulating, and sections of it are beautifully written. Indeed, Professor Avise has a real gift for prose and scientific expositions, and I would suspect that he must be a formidable lecturer. At its core, [The Genetic Gods] is a survey, and a very nice one at that, of evolutionary genetics, the field of the author's major research interests. There is a strong sociobiological cast to the arguments, and the work and ideas of E. O. Wilson figure prominently. The presentation of evolutionary genetics is imbedded in a more general discussion of modern human and molecular genetics. However, this book is, most of all, a philosophical treatise that attempts, admittedly with the bias of a biologist, to examine the intersection of the fundamental premises of evolution and religion. Professor Avise has given us plenty to think about in this book [and] it was a real pleasure to wrestle with the ideas he was presenting. I would suggest that other readers give it a try. --Charles J. Epstein, Trends in Genetics Reviews of this book: Avise's account of the role genes play in shaping the human condition is wholly involving, paying particular attention to issues of reproduction, aging and death. In addition to presenting ample biological information in a form accessible to the nonspecialist, Avise does a superb job of discussing many of the ethical implications that have arisen from our growing knowledge of human genetics. Just a few of the topics covered are genetic engineering, the patenting of life, genetic screening, abortion, human cloning, gene therapy and insurance-related controversies. --Publishers Weekly Reviews of this book: Avise explains thoroughly how evolution operates on a genetic level. His goal is to show that humans can look to this information as a way to answer fundamental questions of life instead of looking to traditional religious beliefs. Avise includes some very interesting discussions of ethical concerns related to genetic issues. --Eric D. Albright, Library Journal This is a splendid account of a subject that affects us all: the breathtaking increase in understanding of human genetics and the insight it provides into human evolution. John Avise speaks with authority of molecular evolutionary genetics and with affecting compassion of what it might mean. --Douglas J. Futuyma, State University of New York at Stony Brook The Genetic Gods is many things. It is a wonderful introduction to modern molecular biology, by a man who knows his subject backwards. It is a stimulating account of the ways in which genetics impinges on human nature--our thinking and our behavior. It is a remarkably level-headed and sympathetic account of the implications of our new findings for traditional and not-so-traditional issues in philosophy and religion. In an age of genetic counseling, cloning, construction of new life forms, the book is worth its weight in gold for this alone. But most of all, it is a huge amount of fun to read--you want to applaud or argue with the author on nigh every page. Highly recommended! --Michael Ruse, University of Guelph The Genetic Gods makes a valuable contribution to the on-going task of sorting out the implications of evolutionary biology and genetics for human self-understanding. Avise addresses, with authority and grace, the most consequential intellectual issues of our time. A challenging and insightful book. --Loyal Rue, Harvard University A wonderfully
informative and engaging book. Avise offers a lucid, accessible primer on our genes, angelic and demonic, and examines religious and ethical issues, all too human, now confronted by genetic science. He makes a compelling case that anyone seeking to 'Know Thyself' should study the DNA molecular scriptures, our most ancient and universal legacy. --Dudley Herschbach, Harvard University, Nobel Laureate in Chemistry