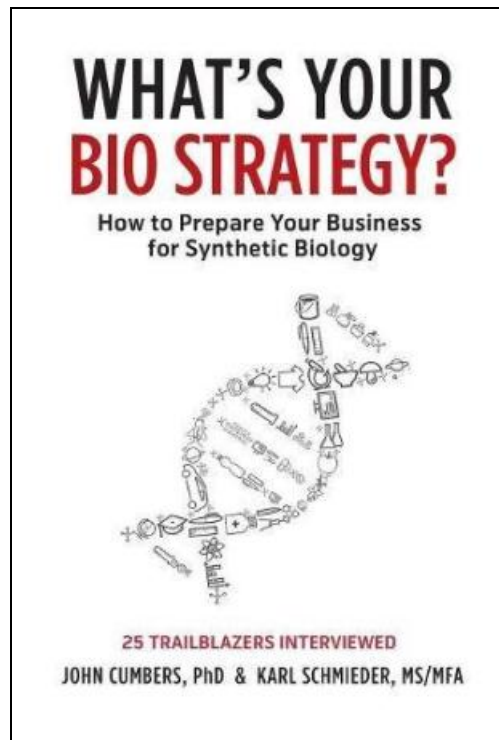


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WHAT S YOUR BIO STRATEGY?: HOW TO PREPARE YOUR BUSINESS FOR SYNTHETIC BIOLOGY (PAPERBACK)

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Pulp Bio Books, 2017. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. The last 50 years have been dominated by microprocessors and information technology. The next 50 will be defined by engineered living systems. Consumer packaged goods, energy, food, healthcare, and materials industries are being transformed by the digitization of biology, gene editing tools, and synthetic biology - the rapidly developing field of engineering biology. What s Your Bio Strategy? is a collection of interviews with the innovators like George Church (Harvard University), Andras Forgacs (Modern Meadow), Jason Kelly (Ginkgo Bioworks), Andrew Hessel (Autodesk), Suzanne Lee (Biofabricate), Pamela Silver (Harvard University), and J. Craig Venter describing the massive advances making biology easy and accessible. What tools and technologies are driving bio-fabrication, gene editing and synthetic biology? What industries are being disrupted today? How must your business prepare for engineered biology? What s Your Bio Strategy? includes a framework to cut through the noise and incorporate engineered biology into your business. It is an excellent companion for strategic planners and executives who need to plan product development strategies. John Cumbers Ph.D., is the founder of SynBioBeta, the activity hub for synthetic biology startup companies, industry, and investors. Karl Schmieder M.S./M.F.A., is the founder of messagingLAB, a strategic marketing firm that works with life science leaders.



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