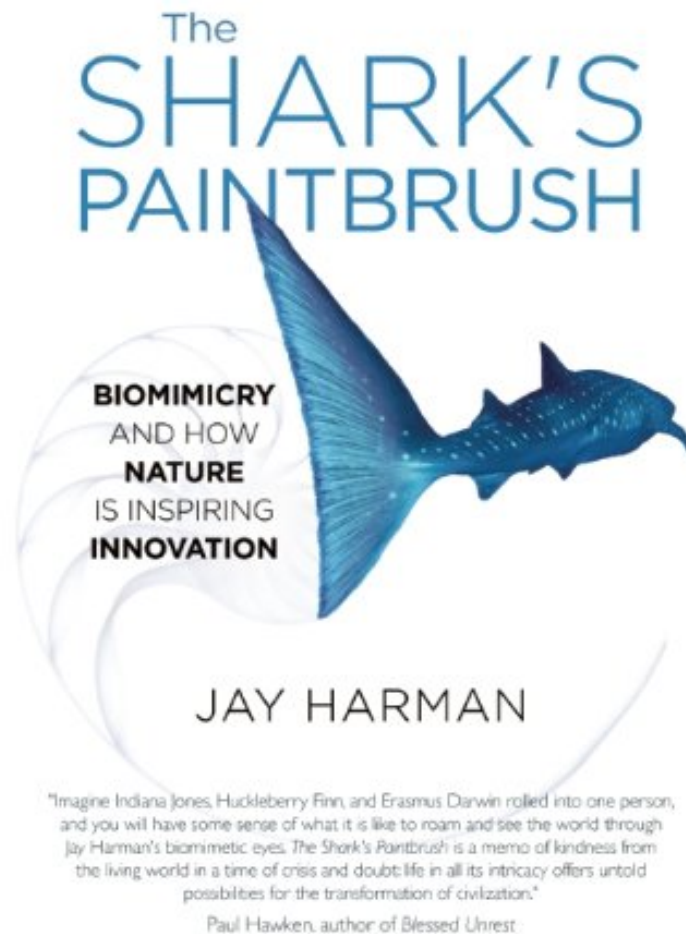


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The Shark's Paintbrush: Biomimicry and How Nature Is Inspiring Innovation

Jay Harman

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Today, an interdisciplinary and international group of scientists, inventors, and engineers are turning to nature to find

elegant solutions to human problems. The principle driving this transformation is called biomimicry, and Harman shares a wide range of examples of how we're borrowing from natural models to invent profitable, green solutions to pressing industrial challenges. Aimed at a business audience, aspiring entrepreneurs, environmentalists, and general science readers, *The Shark's Paintbrush* reflects a force of change in the new global economy that does more than simply gratify human industrial ambition; it teaches us how to live in harmony with nature and opens bright opportunities for a better future.