

science news

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Challenging Pseudoscience

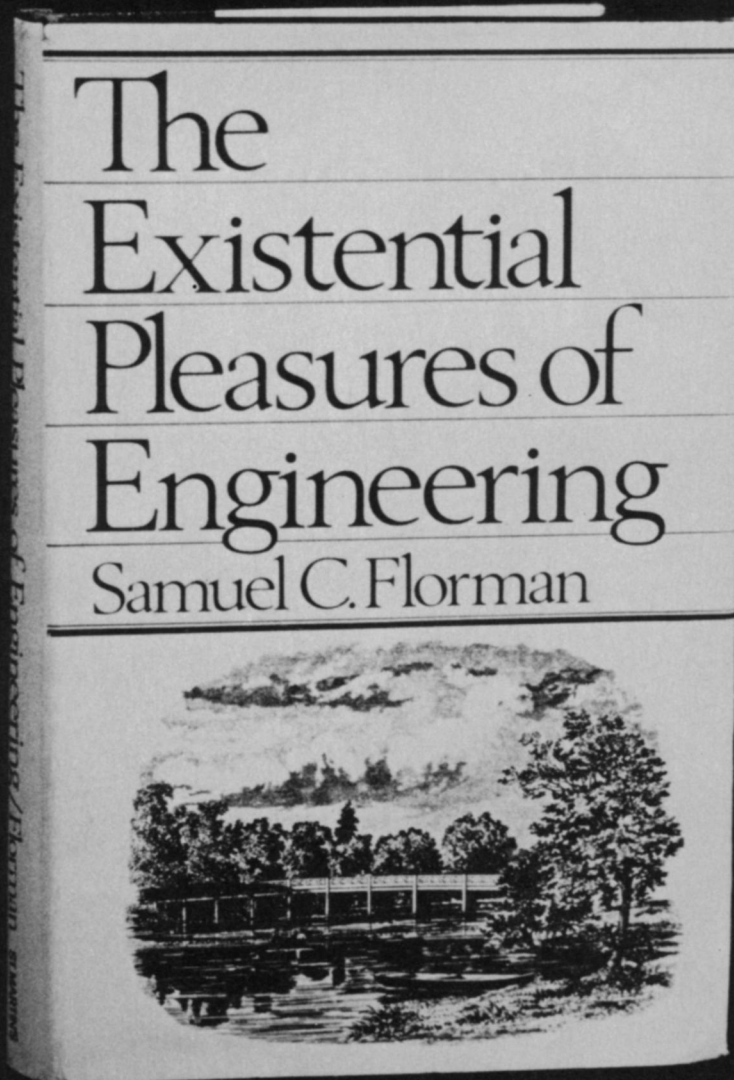
An Eloquent Response to Antitechnologists:

Until now, few have dared to buck the fashionable trend and take on Charles Reich, Lewis Mumford, Theodore Roszak and others who have denounced the philosophy and consequences of technology and engineering.

An Engineer Fights Back

THE EXISTENTIAL PLEASURES OF ENGINEERING, written by Samuel C. Florman, is an eloquent answer to the naysayers and Cassandras, to those who believe that technology is inherently evil, to those who see engineers as insensitive materialists.

A professional engineer and author of a number of books and articles concerning the relationship of engineering to the general culture, Samuel C. Florman draws on his history, philosophy, science and liter-



ature to demonstrate that engineering is an expression of mankind's most elemental impulses and sublime aspirations.

A Powerful, Persuasive Argument

While acknowledging that our society's faith in material progress has been shattered, Florman demolishes the notion that technology is destructive, the root of all evil. He refutes the stereotype of engineer as automaton, hostile to humanistic values. And he does so with consummate

wit and elegance.

Essential reading for all those concerned with our culture and its vital relationship to science and technology, THE EXISTENTIAL PLEASURES OF ENGINEERING is a delightful and important work, now available through the Science Service Book Order Dept.

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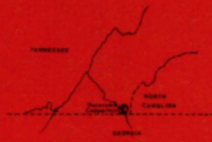
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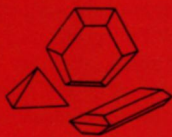
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