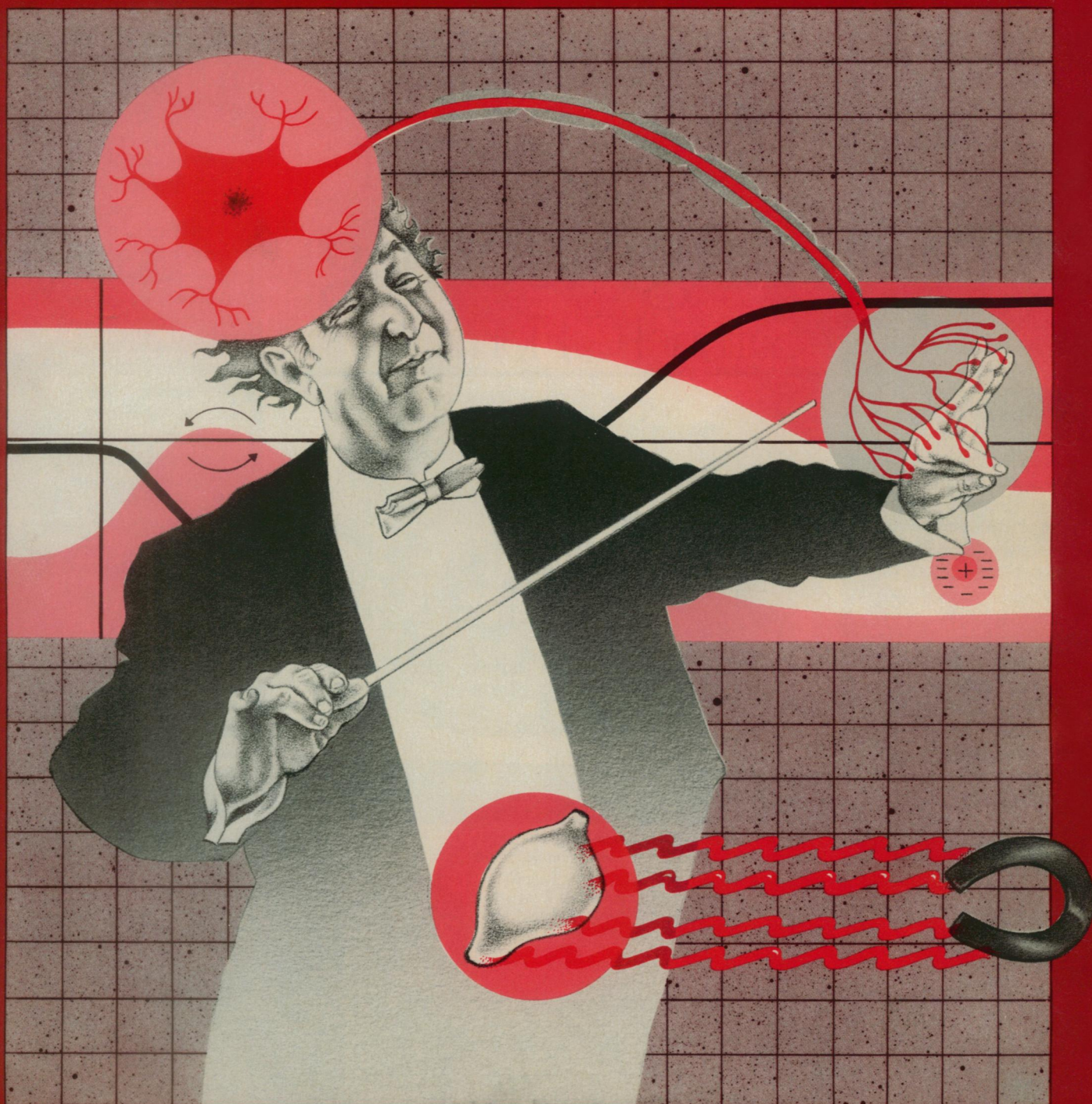


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# SCIENCE NEWS

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## Biomagnetic Orchestrations





# An Eloquent Response to Antitechnologists:

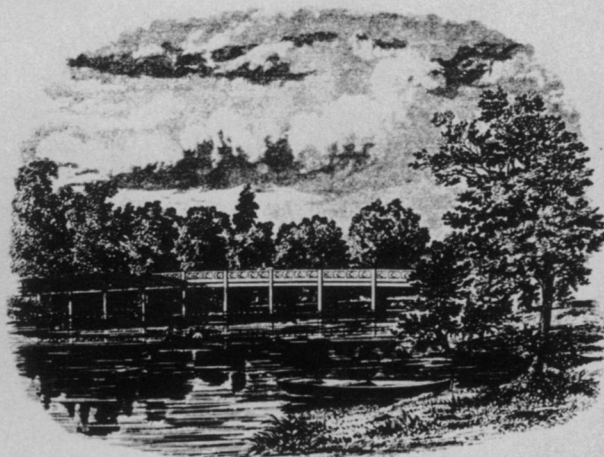
Until now, few have dared to buck the fashionable trend and take on Charles Reich, Lewis Mumford, Theodore Roszak and others who have denounced the philosophy and consequences of technology and engineering.

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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 history, philosophy, science and literature to demonstrate that en-

## The Existential Pleasures of Engineering Samuel C. Florman



gineering is an expression of mankind's most elemental impulses and sublime aspirations.

## A Powerful, Persuasive Argument

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