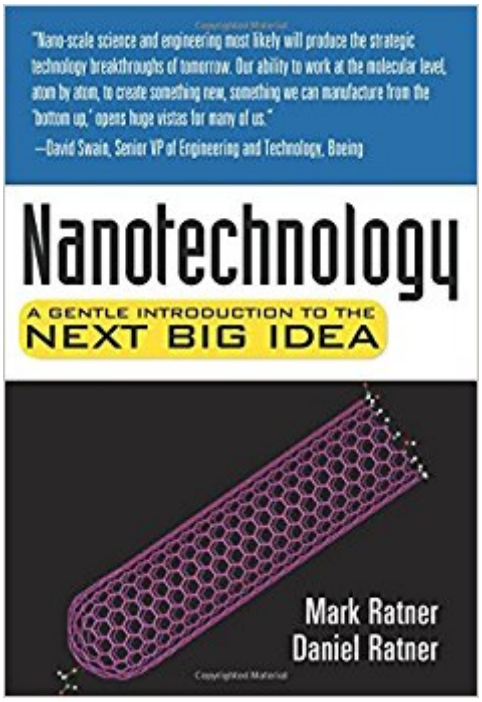
Nanotechnology: A Gentle Introduction To The Next Big Idea



Synopsis

In Nanotechnology: A Gentle Introduction to the Next Big Idea, nanotech pioneer Mark Ratner and tech entrepreneur Daniel Ratner show how nanotech works, what's new, what's next, and why nanotech may be the next $1 trillion industry. They survey every area of R&D: nanobots, quantum and DNA computing, nanosensors, biostructures, neuro-electronic interfaces, molecular motors, and much more. Simple, brief, and nearly math-free, this is the perfect briefing on nanotech technology and business for every non-technical reader.

Book Information

Paperback: 208 pages

Publisher: Prentice Hall; 1 edition (November 18, 2002)

Language: English

ISBN-10: 0131014005

ISBN-13: 978-0131014008

Product Dimensions: 6 x 0.5 x 8.9 inches

Shipping Weight: 12.8 ounces (View shipping rates and policies)

Average Customer Review: 4.0 out of 5 stars 34 customer reviews

Best Sellers Rank: #547,824 in Books (See Top 100 in Books) #89 inÂ Books > Science & Math > Technology > Nanotechnology #406 inÂ Books > Engineering & Transportation > Engineering > Bioengineering > Biotechnology #5985 inÂ Books > Medical Books > Basic Sciences

Customer Reviews

Nanotech for everyone! The friendly, non-technical guide to the next industrial revolution. Discover the world's next $1 trillion industry! The easy-to-understand guide to nanoscale technology, science, business, and ethics Today's hottest nanotech research and tomorrow's hottest applications Nanobots, quantum and DNA computing, nanosensors, neuro-electronic interfaces, and much more Insider's assessment of the nanotechnology marketplace and investment opportunities By 2015, nanotechnology could be a $1 trillion industry. Now, renowned nanotech pioneer Mark Ratner and technology entrepreneur Daniel Ratner show you how nanotech works, why it's so exciting, what's new, and what's next. They survey the entire field—technology and business—covering nanobots, molecular electronics, quantum computing, biostructures, nanotubes, molecular motors, nanosensors, and many other breakthrough applications. They provide easy-to-understand explanations of every key concept, plus dozens of visuals that bring nanotechnology to life. Coverage includes: A simple, brief, almost math-free introduction to nanotech science "Grand tour"

of nanotech R&D, from "smart materials" to DNA computing Breakthrough biomedical applications, including neuro-electronic interfaces and new drug delivery systems Current and emerging nanotech systems for optoelectronics and communications Nanotech here and now: nano-enhanced tennis balls, suntan lotions, and other products already in the market A realistic assessment of nanotech investment opportunities for the short- and long-term Ethical issues associated with nanotech research and product development

MARK RATNER, winner of the 2001 Feynman Prize in Nanotechnology, is Charles E. and Emma H. Morrison Professor in Chemistry at Northwestern University. He is widely credited as the "father of molecular-scale electronics"—thanks to his groundbreaking work with Ari Aviram that first envisioned how electronic circuit elements might be constructed from single molecules and how these circuits might behave. Ratner is a member of both the American Academy of Arts and Sciences and the National Academy of Sciences. He lectures worldwide on nanotechnology and its implications. DANIEL RATNER, an engineer and tech entreprenteur, has founded two successful technology startup companies, serves as industry advisor to several other high-tech ventures, and was recently awarded the prestigious "30 Under 30" entrepreneurs’ award by Philly Tech magazine.

This book explains some of what Nanotechnology is and is not going to be. What some of the current problems are, and the hoped for results from this research. Investors interested in Nanotechnology as more than a mere buzzword should take note of this book, and apply some of what has been said to the companies chosen to invest in (it provides few company names though, do your own research!). All around, it’s a good beginning book and primer for investors.

good read

It’s not so much the product, but the seller. The product is exactly as they advertised, I’ve gotten surprises in the past, but not with this one. I got it in no time and no hassles.

I enjoy that subject, so any book on it has my interest.

This book is so great if you are not a professional or not that much into deep information about the subject but it suggests some books for those interested in more deep information, but as I said if u r not a professional u will get the whole idea about the nanotechnology :D

Took a course in "nano" and this was the text. Well written and and enjoyable introduction to a most important field.

As listed. Fast shipping.

It’s a tad bit technical for the lay-person, but it will definitley give one a solid grasp of what nanotech is all about.

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