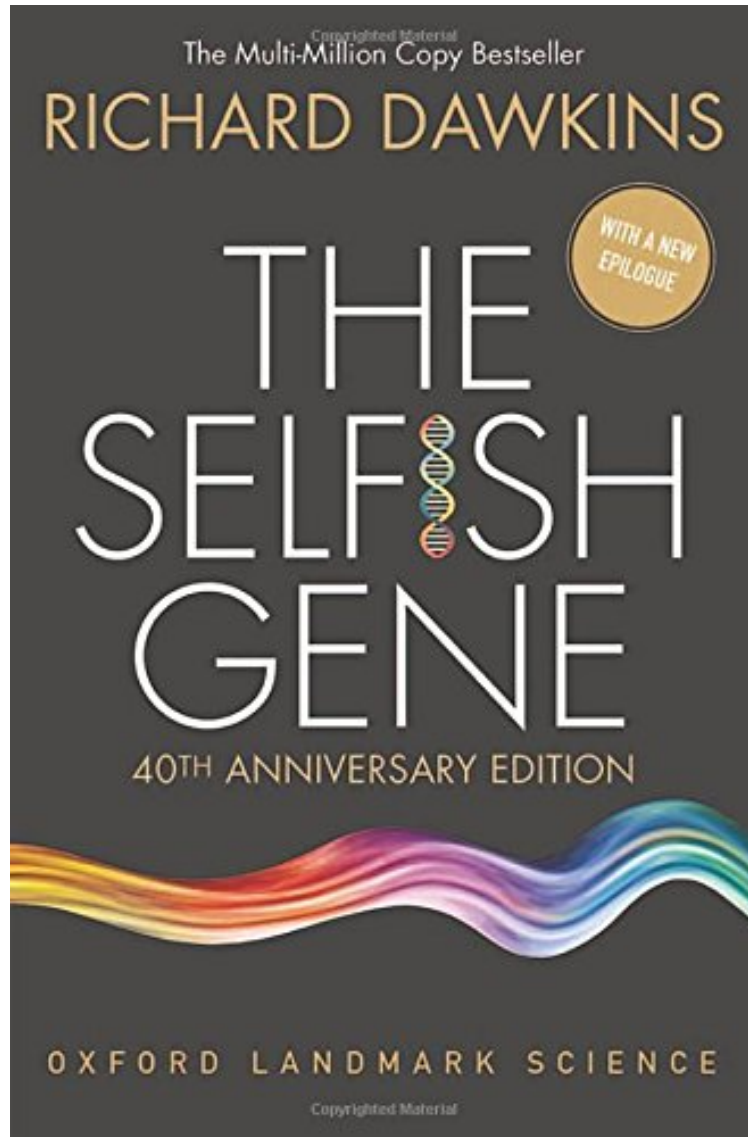


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The Selfish Gene: 40th Anniversary Edition (Oxford Landmark Science)

Richard Dawkins

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Richard Dawkins : The Selfish Gene: 40th Anniversary Edition (Oxford Landmark Science) before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Selfish Gene: 40th Anniversary Edition (Oxford Landmark Science):

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The million copy international bestseller, critically acclaimed and translated into over 25 languages. As influential today as when it was first published, *The Selfish Gene* has become a classic exposition of evolutionary thought. Professor Dawkins articulates a gene's eye view of evolution - a view giving centre stage to these persistent units of information, and in which organisms can be seen as vehicles for their replication. This imaginative, powerful, and stylistically brilliant work not only brought the insights of Neo-Darwinism to a wide audience, but galvanized the biology community, generating much debate and stimulating whole new areas of research. Forty years later, its insights remain as relevant today as on the day it was published. This 40th anniversary edition includes a new epilogue from the author discussing the continuing relevance of these ideas in evolutionary biology today, as well as the original prefaces and foreword, and extracts from early reviews. Oxford Landmark Science books are 'must-read' classics of modern science writing which have crystallized big ideas, and shaped the way we think.

.com Inheriting the mantle of revolutionary biologist from Darwin, Watson, and Crick, Richard Dawkins forced an enormous change in the way we see ourselves and the world with the publication of *The Selfish Gene*. Suppose, instead of thinking about organisms using genes to reproduce themselves, as we had since Mendel's work was rediscovered, we turn it around and imagine that "our" genes build and maintain us in order to make more genes. That simple reversal seems to answer many puzzlers which had stumped scientists for years, and we haven't thought of evolution in the same way since. Why are there miles and miles of "unused" DNA within each of our bodies? Why should a bee give up its own chance to reproduce to help raise her sisters and brothers? With a prophet's clarity, Dawkins told us the answers from the perspective of molecules competing for limited space and resources to produce more of their own kind. Drawing fascinating examples from every field of biology, he paved the way for a serious re-evaluation of evolution. He also introduced the concept of self-reproducing ideas, or memes, which (seemingly) use humans exclusively for their propagation. If we are puppets, he says, at least we can try to understand our strings. -- Rob Lightner s for 30th Anniversary Edition: "Dawkins first book, *The Selfish Gene*, was a smash hit...Best of all, Dawkins laid out this biology-some of it truly subtle-in stunningly lucid prose. (It is, in my view, the best work of popular science ever written.)" --New York of Books "This important book could hardly be more exciting." --The Economist "The sort of popular science writing that makes the reader feel like a genius." --New York Times "Who should read this book? Everyone interested in the universe and their place in it." --Jeffrey R. Baylis, *Animal Behaviour* "This book should be read, can be read, by almost everyone. It describes with great skill a new face of the theory of evolution." --W. D. Hamilton, *Science* "The presentations are remarkable for their clarity and simplicity, intelligible to any schoolchild, yet so little condescending as to be a pleasure to the professional." --American Scientist About the Author Richard Dawkins, Emeritus Fellow of New College, Oxford, is one of the most influential science writers and communicators of our generation. He was the first holder of the Charles Simonyi Chair of the Public Understanding of Science at Oxford, a position he held from 1995 until 2008, and is Emeritus Fellow of New College, Oxford. His bestselling books include *The Extended Phenotype* (1982) and its sequel *The Blind Watchmaker* (1986), *River Out of Eden* (1995), *Climbing Mount Improbable* (1996), *Unweaving the Rainbow* (1998), *A Devil's Chaplain* (2004), *The Ancestor's Tale* (2004), and *The God Delusion* (2007). He has won many literary and scientific awards, including the 1987 Royal Society of Literature Award, the 1990 Michael Faraday Award of the Royal Society, the 1994 Nakayama Prize for Human Science, the 1997 International Cosmos Prize, and the Nierenberg Prize for Science in the Public Interest in 2009.