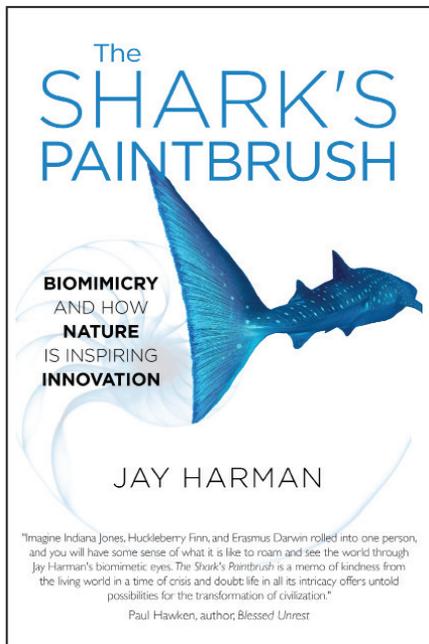


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- Online marketing via Facebook, Twitter, Scribd, etc.
- Author to speak at major conferences such as Bioneers and university lectures
- Jacket blow ups available upon request
- ARCs to key bookstore accounts
- Outreach to business, environment, science writers and bloggers
- Promotion on the author's website: thesharkspaintbrush.com
- Publicity and promotion in conjunction with the author's speaking engagements

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

JAY HARMAN

The wave of the future has been around since the beginning of time: it's called Nature. Let inventor and entrepreneur Jay Harman introduce you to stunning solutions to some of the world's thorniest problems.

Why does the bumblebee have better aerodynamics than a 747?

How can copying a butterfly wing reduce the world's lighting energy bill by 80 percent?

How will fleas' knees and bees' shoulders help scientists formulate a near-perfect rubber?

Today an interdisciplinary and international group of scientists, inventors, and engineers is turning to nature to innovate and 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.

Key Points

- **A+ AUTHOR PLATFORM:** Harman has been featured on the Science Channel, Bloomberg TV, NPR, and 60 Minutes, in the *New York Times* and *Newsweek* and in Prince Charles' documentary *Harmony*. He has been a keynote presenter at TED and TEDx conferences, the annual Bioneers seminar series (which draws 20,000 attendees), the Biomimicry Institute, and MBA programs.
- **INSPIRATIONAL GREEN COMPONENT:** Harman's environmental passions are grounded in practical and cost-effective applications: waste is fundamentally a design flaw, which biomimicry vastly reduces. It's an affirmative but realistic message that will appeal to environmentalists and business leaders.
- **GEE-WHIZ INVENTIONS/STUNNING BIODIVERSITY:** Readers will marvel at the breadth of invention based on nature's designs: the all-too adaptive cockroach leg could help to develop better prosthetic limbs; new families of antibiotics are being devised from the saliva of Komodo dragons; trees are now the basis for safer car design; etc.

About the Author

Residence: San Rafael, California. Hometown: Australia

Entrepreneur and inventor **JAY HARMAN** is one of the most sought after speakers on biomimicry. As founder and CEO of PAX Scientific and its subsidiaries, he has designed more efficient industrial equipment, including refrigeration, turbines, boats, fans, mixers, and pumps—all based on biomimicry.

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Advance Praise for Jay Harman's THE SHARK'S PAINTBRUSH

"Imagine Indiana Jones, Huckleberry Finn, and Erasmus Darwin rolled into one person, and you will have some sense of what it is like to roam and see the world through Jay Harman's biomimetic eyes. *The Shark's Paintbrush* is a memo of kindness from the living world in a time of crisis and doubt: life in all its intricacy offers untold possibilities for the transformation of civilization." –PAUL HAWKEN, author of *Blessed Unrest*

"Jay Harman is the quintessential biomimic, a principled inventor who sees solutions everywhere he looks in the natural world. And he looks deeply, with the soul of a student. He moves with grace from a world of waving sea kelp to the world of sustainable design, bringing nature's wisdom into the board rooms of global companies, to the design tables of the engineers and designers who make our world. This is more than a business book, more than a memoir, more than a new way to solve global challenges. It's a book about a new way to think." –JANINE BENYUS, author of *Biomimicry* and founder of Biomimicry 3.8

The Shark's Paintbrush reveals how nature is inspiring design to be more efficient, effective, resilient, and beautiful. In Nature's 3.8 billion years of design experience, the roughly 99% of designs that didn't work got recalled by the Manufacturer. The 1% that survived can teach profound lessons about how things should be made, how they work, and how they fit. Jay Harman's immersion in and curiosity about the natural world have made him one of the best biomimetic designers. *The Shark's Paintbrush* is a masterly field guide for all designers and entrepreneurs who aspire to help the world of the made work like, and live harmoniously with, the world of the born.

–AMORY B. LOVINS, Chairman and Chief Scientist, Rocky Mountain Institute

"At this point in our global ecological crisis, the survival of humanity will require a fundamental shift in our attitude toward nature: from finding out how we can dominate and manipulate nature to how we can learn from her. In this brilliant and hopeful book, Jay Harman shows us how far the new field of Biomimicry has already progressed toward this goal. *The Shark's Paintbrush* makes for fascinating and joyful reading — much needed in these dark times." –FRITJOF CAPRA, author of *The Science of Leonardo* and *The Tao of Physics*

"It blows my mind how the same patterns repeat themselves in flowers, growth in animals, and in shell spirals. When engineers mimic designs from nature, more efficient designs for windmills and fuel efficient vehicles are the result. Many of the breakthroughs are counter intuitive. Jay Harman has told the promise of Biomimicry in a compelling way. *The Shark's Paintbrush* is essential reading for people interested in design and engineering." –TEMPLE GRANDIN, author *Thinking in Pictures*

"The world's most elegant engineer is without a doubt Mother Nature. She's efficient, creative, and has time on her hands to put her innovations to the test, and Harman thinks we can learn a lot from watching her work. His company, PAX Scientific Inc., focuses on sustainable design solutions based on mimicking biological adaptations. Sounds far out, but the practice has been around for a while. Archimedes' screw, a type of water pump that is still used today, is an early example of taking a concept from nature—in this case the spiral—and putting it to practical use. . . . Harman points out that many of these developments would not only save money, but also prove an enormous boon to the survival of Mother Nature. His vision of a biomimetic "new global economy" is timely, crucial, and thrillingly eye-opening." *Publishers Weekly* (star review)

"A useful update on recent developments in biomimicry and an intriguing case for innovative green technology that goes beyond sustainability." *Kirkus Reviews*