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Sommario/riassunto	""There is a palpable need for business to explore the issues Dhanda raises. Guiding Icarus offers a flight plan.""-from the Foreword by Philip R. Reilly While bioethicists may enjoy the most thorough appreciation of both the promise and perils of new biotechnologies, international corporations are in fact the entities generating these technologies and determining their application. An industry insider versed in the language of bioethics, Rahul Dhanda offers in Guiding Icarus: Merging Bioethics with Corporate Interests a Rosetta stone to these two camps,

explaining why each

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