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| | Sommario/riassunto | A number of factors, from soaring fuel prices to genetically modified agricultural products, have greatly refocused worldwide attention on the interrelationship between technology and society and the necessity for sustainable engineering and business practices. Technology, Humans, and Society focuses on building a model for business and |

engineering that will lead to a sustainable world. The challenge for engineering is to develop new technologies that enable economic growth and do not deplete irreplaceable resources and destroy ecological systems. No longer solely the domain of environmentalists and ecologists, "sustainable" or "green" business practices and engineering designs are becoming a central part of the planning of many of the world's most influential companies, such as Hewlett-Packard, Honeywell, Dow, and Agilent. Companies are overwhelmingly not only finding that sustainable business and engineering practices are good for environment, but also improve the image of the company and quite frequently the "bottom-line." Dorf's 1975 publication, Technology and Society (ISBN: 0878350470), sold over 70,000 copies. The completely new Technology, Humans, and Society is created to meet the swelling demand for unified practices of both business people and technologists in the creation of a "greener" sustainable world. * Readable discussion of key issues of sustainable engineering and business design and practice * Covers how to plan and implement a business practice that leads to an environmental, social and economic balance that results in profitable growth