News Release

TECHNO-FIX: WHY TECHNOLOGY WON’T SAVE US OR THE ENVIRONMENT

Techno-optimism is pervasive in our society but hardly justified. In one form or another, we are repeatedly assured that: “More efficient technology will solve the problem,” “Continued economic growth is environmentally sustainable,” “High-tech medicine and miracle drugs will abolish disease,” “More military spending will ensure global peace and security,” “Biofuels and nuclear power are the solution to global warming,” “Overpopulation is not a problem — we will employ genetically engineered crops to feed an unlimited number of people,” “Greater material affluence will increase happiness,” “We have no choice anyway: technology is an autonomous force. Whatever can be done technologically, should be and will be done,” “You can’t put the genie back in the bottle.”

Techno-Fix, by Drs. Michael and Joyce Huesemann, confronts these beliefs and many others. It questions a primary paradigm of our age: that advanced technology alone will extricate us from an ever-increasing load of social, environmental, and economic ills. Techno-Fix shows why negative unintended consequences of science and technology are inherently unavoidable and unpredictable, why counter-technologies, techno-fixes, and efficiency improvements do not offer lasting solutions, and why modern technology, in the presence of continued economic growth, does not promote sustainability but instead hastens collapse.

Despite the serious shortcomings and consequences of past technologies, the public often uncritically accepts new technology, believing that additional and more advanced technology will eventually provide satisfactory solutions. Techno-Fix analyzes this paradox and asserts that technological optimism and the unrelenting belief in progress are based on ignorance, that most technological cost-benefit analyses are biased in favor of new technologies, and that increasing consumerism and materialism, which have been facilitated by science and technology, have failed to increase happiness. The common belief that technological change is inevitable is questioned; the myth of the value-neutrality of technology is exposed; and the ethics of the technological imperative “what can be done, should be done” is challenged. Instead, the profit motive of corporations is identified as the main determinant of the direction of technological change. Techno-Fix asserts that science and technology, as currently practiced, cannot solve the many serious problems we face and that a paradigm shift is needed to reorient science and technology in a more socially responsible and environmentally sustainable direction.

Techno-Fix is one of the few, if not the only, comprehensive discussions of modern technology written not by philosophers, historians, or journalists, but by two inside observers of the technological scene. Michael holds a doctorate in chemical engineering and has an extensive background in environmental science, economics, and business, as well as more than 25 years’ experience in environmental research. Joyce holds a doctorate in statistics, and a master’s degree in anthropology, and has taught at several universities. Being educated and experienced in science and engineering, the authors are uniquely positioned to deliver an insightful and powerful critique of modern technology.
The readers of *Techno-Fix* will learn a number of inconvenient truths about science and technology, topics that are rarely, if ever, covered in the media or discussed among professionals. Readers will be challenged to re-examine their current worldviews, their paradigms and assumptions about the so-called promises of modern technology. But they will also enjoy their newly gained knowledge, and will feel empowered and inspired by the fact that most problems confronting humanity have inherently simple, low-tech solutions that do not rely on excessive technology.

Who should read *Techno-Fix*? Anyone interested in protecting nature; anyone concerned about the effects of technology on society and the environment; anyone teaching or studying science, engineering, medicine, or related disciplines; anyone intending to create a better future.

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