



World as Laboratory: Experiments with Mice, Mazes, and Men

Rebecca Lemov

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Deeply researched, *World as Laboratory* tells a secret history that's not really a secret. The fruits of human engineering are all around us: advertising, polls, focus groups, the ubiquitous habit of "spin" practiced by marketers and politicians. What Rebecca Lemov cleverly traces for the first time is how the absurd, the practical, and the dangerous experiments of the human engineers of the first half of the twentieth century left their laboratories to become our day-to-day reality.

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