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Contact: Adrienne Lang, Marketing Associate
(214) 750-3600 • adrienne@benbellabooks.com

One of the nation's leading scientists looks to biology and consciousness for a unifying theory of the universe

A book based on the much-talked about essay "A New Theory of the Universe"

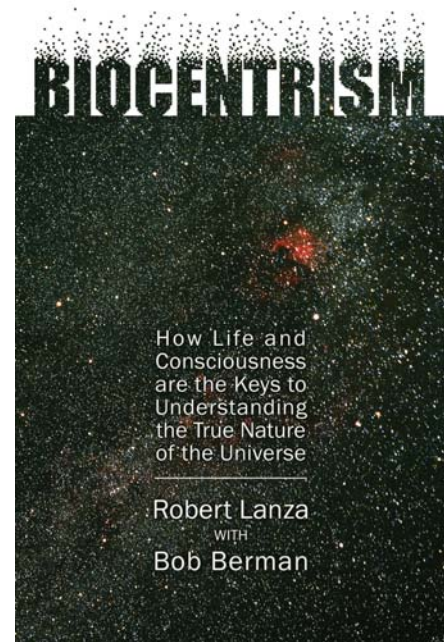
The trees and the snow evaporate when we're sleeping. The kitchen disappears when we're in the bathroom. When you turn from one room to the next, when you no longer hear the sounds of the dishwasher, the ticking clock, the smell of a chicken roasting ... they all dissolve into nothingness.

Could it be that the world we live in is one we made up in our minds? Instead of consciousness as the product of the universe, could the universe be the result of consciousness?

In *Biocentrism: How Life and Consciousness are the Keys to Understanding the True Nature of the Universe*, Robert Lanza, a renowned scientist likened to Einstein, and Bob Berman, a leading astronomer, argue that our surroundings are just that – creations of our mind.

"It is the biological creature that makes observations, names what it observes and creates stories," Lanza says. "Science has not succeeded in confronting the element of existence that is at once most familiar and most mysterious – conscious experience."

While biocentrism seems at first counter-intuitive, so do accepted theories of the universe, such as the Big Bang, which asks us to believe that all the matter in the universe was once contained in an area smaller than the head of a pin. Current theories do not even begin to explain the mysteries of consciousness or the uncanny role of the conscious observer in quantum mechanics.



Current theories are also baffled by the paradox of the Anthropic Principle, which points out that the universe is exquisitely fine-tuned for the existence of life, so fine-tuned as to make the formation of life inconceivably unlikely. And yet life exists.

Biocentrism provides a way to address these mysteries. But first we must reverse our current ways of thinking and consider the universe from the perspective of biology and consciousness instead of physics.

“Without perception, there is, in effect, no reality,” Lanza says. “Nothing has existence unless you, I or some living creature perceives it and how it is perceived further influences that reality.”

Through modern examples and interesting personal stories, this deeply scientific account shows that many environmental components are created by our thoughts: time, space and even expected outcomes.

“Our current scientific worldview offers no hope or escape for those scared to death of dying. But biocentrism hints at an alternative,” Lanza and Berman say. “If time is an illusion, if reality is created by our own consciousness, can this consciousness ever truly be extinguished?”

With new insights into the very nature of space and time, *Biocentrism* questions everything we thought to be true and challenges us to re-evaluate our known experiences.

“This ‘Is it really there?’ issue is ancient, and of course, predates biocentrism,” Lanza and Berman say. “...once one fully understands that there is no independent external universe outside of biological existence, the rest more or less falls into place.”

Now is the time to look at a theory that explains everything in a more complete way.

“Science dedicated to processes or technological leaps create untold benefits within their circumscribed fields of endeavor,” Lanza and Berman say. “But those that attempt to provide deep or ultimate answers – to a population that remains hungry for them – must ultimately turn to some form of biocentrism if they are to succeed.”

ABOUT THE AUTHOR

Robert Lanza, MD, is one of the most respected scientists in the world – a U.S. News & World Report cover story called him a “genius” and a “renegade thinker,” even likening him to Einstein.

Bob Berman is one of the best-known astronomers in the world. He’s *Astronomy* magazine’s “Strange Universe” columnist and is responsible for the astronomy section of the *Old Farmer’s Almanac*.



Publication Details

Biocentrism

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AUTHOR INTERVIEWS

Please contact **Adrienne Lang** at (214) 750-3600 or adrienne@benbellabooks.com to arrange author interviews or to request additional copies.

We hope you enjoy the enclosed review copy.

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An overview of the 7 principles of biocentrism

1. What we perceive as reality is a process that involves our consciousness.
2. Our external and internal perceptions are inextricably intertwined. They are different sides of the same coin and cannot be separated.
3. The behavior of subatomic particles – indeed all particles and objects – is inextricably linked to the presence of an observer. Without the presence of a conscious observer, they, at best, exist in an undetermined state of probability waves.
4. Without consciousness, “matter” dwells in an undetermined state of probability. Any universe that could have preceded consciousness only existed in a probability state.
5. The very structure of the universe is explainable only through biocentrism. The universe is fine-tuned for life, which makes perfect sense as life creates the universe, not the other way around. The universe is simply the complete spatiotemporal logic of the self.
6. Time does not have a real existence outside animal-sense perception. It is the process by which we perceive changes in the universe.
7. Space, like time, is not an object or a thing. Space is another form of our animal understanding and does not have an independent reality. We carry space and time around with us like turtles with shells. Thus, there is no absolute self-existing matrix in which physical events occur independent of life.



About the Authors

Robert Lanza



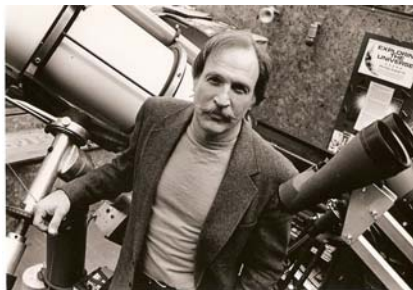
“Robert Lanza was taken under the wing of scientific giants such as psychologist B.F. Skinner, immunologist Jonas Salk and heart transplant pioneer Christiaan Barnard. His mentors described him as a ‘genius,’ a ‘renegade thinker,’ even likening him to Einstein himself.” –U.S. News & World Report cover story

Robert Lanza has been exploring the frontiers of science for more than four decades and is considered one of the leading scientists in the world. He is chief scientific officer at Advanced Cell Technology and an adjunct professor at Wake Forest University School of Medicine. He has several hundred publications and inventions and 20 scientific books, among them, *Principles of Tissue Engineering*, which is recognized as the definitive reference in the field. Others include *One World: The Health & Survival of the Human Species in the 21st Century* (with a foreword by President Jimmy Carter), the *Handbook of Stem Cells* and *Essentials of Stem Cell Biology*, which are considered the definitive references in stem cell research.

Lanza received his bachelor’s and medical degrees from the University of Pennsylvania, where he was both a University Scholar and Benjamin Franklin Scholar. He was also a Fulbright Scholar and was part of the team that cloned the world’s first human embryo, as well as the first to clone an endangered species, to demonstrate that nuclear transfer could reverse the aging process, and to generate stem cells using a method that does not require the destruction of human embryos. Lanza was awarded the 2005 Rave Award for Medicine by Wired magazine and received the 2006 “All Star” Award for Biotechnology by Mass High Tech.

Lanza and his research have been featured in almost every media outlet in the world, including all the major television networks, CNN, Time, Newsweek, People magazine, as well as the front pages of The New York Times, Wall Street Journal, Washington Post, Los Angeles Times and USA Today. Lanza has worked with Nobel Laureates Gerald Edelman and Rodney Porter. He also worked closely with B.F. Skinner at Harvard University. Lanza and Skinner (the “Father of Modern Behaviorism”) published a number of scientific papers together. He has also worked with Jonas Salk (discoverer of the polio vaccine) and heart transplant pioneer Christiaan Barnard.

Bob Berman



Bob Berman is the most widely read astronomer in the world. Author of more than a thousand published articles, in publications such as Discover and Astronomy, where he is a monthly columnist, he is also astronomy editor of The Old Farmer’s Almanac and the author of four books. He is adjunct professor of astronomy at Marymount College and writes and produces a weekly show on Northeast Public Radio, aired during NPR’s “Weekend Edition.”

“This is a fascinating guy...” –David Letterman

“Fasten your seatbelts and hold on tight...” –Astronomy magazine

