WEDNESDAY, NOVEMBER 14, 2018

BOOK TALK
WITH PROFESSOR AND AUTHOR
BRETT FRISCHMANN

A renowned scholar in intellectual property and internet law, Brett Frischmann is known for work that explores the governance of and access to knowledge, the social value of shared resources and the techno-social engineering of humans in the digital age. In Re-Engineering Humanity (Cambridge University Press), Frischmann and philosopher Evan Selinger examine what is happening to our lives as society embraces big data, predictive analytics and smart environments. The book reveals hidden and dystopian connections between fitness trackers, electronic contracts, social media platforms, fake news and autonomous cars, challenging readers to consider how we can build something better for our future in technology.