



Dog, Inc.: How a Collection of Visionaries, Rebels, Eccentrics, and Their Pets Launched the Commercial Dog Cloning Industry

John Woestendiek

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What *Stiff* did for the dead and *Fast Food Nation* did for the burger, *Dog, Inc.* does for the stranger-than-fiction world of commercial dog cloning.

It all began with a pit bull named Booger. Former Miss Wyoming Bernann McKinney was so distraught over the death of her dog, whom she regarded as her guardian and savior, that she paid \$50,000 to RNL Bio for the chance to bring her beloved companion back to life. The result were five new Boogers-the first successful commercial cloning of a canine- delivered in 2008, along with a slew of compelling questions about the boundaries of science, commerce, and ethics. Blending shocking investigative reporting with colorful anecdotes, Pulitzer Prize-winning John Woestendiek takes readers behind the scenes of this emerging industry.

But *Dog, Inc.* isn't just a book about pets. Nor is it just a book about science. Rather it's a fascinating look at how our emotional needs are bending the reaches of science and technology, as well as a study of this uncharted territory. With our pet obsession climbing to new heights and our scientific abilities even more so, this combination raises a serious concern: Are we crossing the boundary of controlling science in the name of science, in the name of love, in the name of merchandising-or a blend of all three?

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