

Author

William Illsey Atkinson

"...Atkinson has a terrific way with words, and makes everything seem simple."
Report on Business Magazine

On Prototype:
"It's a great read, covering a vast amount of territory at breathless speed."
Globe and Mail Book Section

On Nanocosm:
"...an irreverent, comprehensive romp, by an experienced science popularizer..."
Wall Street Journal

William Illsey Atkinson is a prolific, experienced science writer who opens black boxes to show how things work. Atkinson demystifies technology separating the hype and wild claims from fact and irrefutable evidence and, as one reviewer stated, "making it accurate, realistic, and oh-so-readable". In addition, he provides the often-missing socio-economic context of technology - its historical precursors, current effects, and possible futures.

He is the author of *Prototype: How Canadian Innovation is Shaping the Future* Thomas Allen Canada, (Spring 2001) which was a finalist for the National Business Book of the Year in Canada. In 2003 Mr. Atkinson wrote *Nanocosm: Nanotechnology and the Big Changes Coming From the Inconceivably Small* published in hardcover by Viking Canada and by AMACOM USA.

Prior to writing books he was the Media Officer for the National Research Council in Ottawa, and helped break some of Canada's biggest science stories: the Canadarm space-shuttle manipulator, the Varennes fusion reactor, and the first synthetic human gene. Atkinson was contributing editor of NRC's flagship magazine *Science Dimension*, and since 1995 has been a frequent contributor to the *Globe and Mail*. His writings have earned three national awards including the Dalhousie University Prix d'Excellence in Issues Writing.

Born in Seattle, he now lives in Vancouver and operates a consulting company Drakken Communications.

For information on speaking contact: www.nsb.com