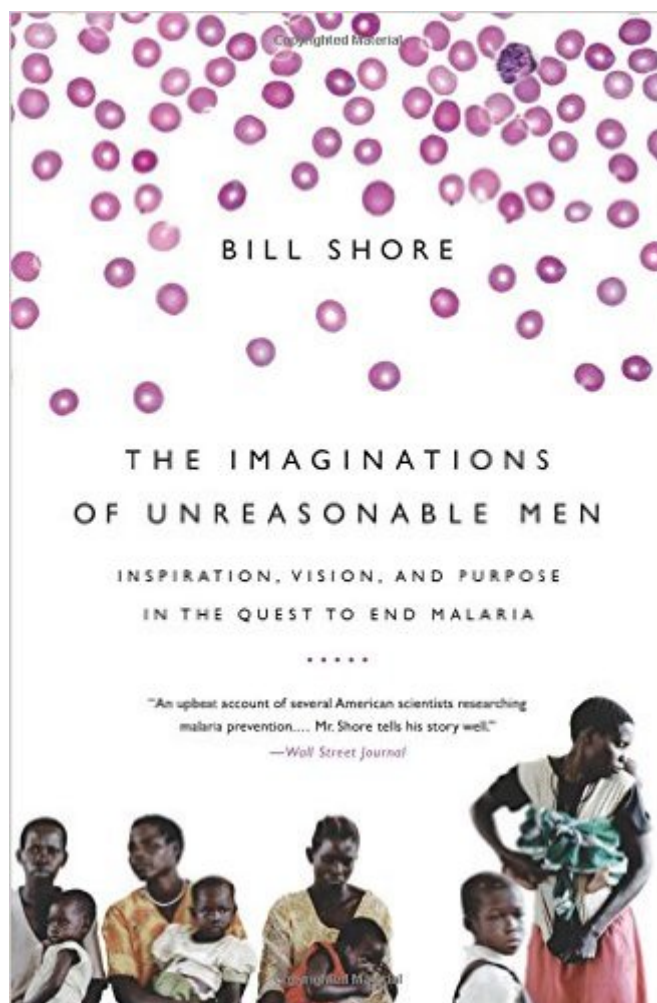


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# The Imaginations Of Unreasonable Men: Inspiration, Vision, And Purpose In The Quest To End Malaria



## Synopsis

A small cadre of scientistsâcollaborators and competitorsâare determined to develop a vaccine for malaria, a feat most tropical disease experts have long considered impossible. Skepticism, doubt, and a host of logistical and financial obstacles dog their quest. Success may ultimately elude them. Why, and how, do they persist? The kind of person who decides to combat malaria must have a very rare combination of attributes: dogged enough to keep going when results are slow; independent enough to continue, often alone, when other, more popular, causes distract attention from their work; self-confident enough in the importance of the work to persist when the beneficiaries may reside thousands of miles distant. Above all, taking on a challenge of this scale requires a fearlessly bold moral imagination that defies reason. Bill Shore tells the story of manâs attempt to combat malaria through the drama of the handful of scientists and organizations currently seeking to curb, and in one case, at least, cure, the world of this most ancient and persistent scourge. It is a drama to the death. The story of these uncompromising scientists serves as a springboard for Shoreâs passionate inquiry into the character and moral fabric of those who devote their lives to solving the worldâs most pressing and perplexing problems. During his career as a social entrepreneur Shore has persistently wrestled with this fundamental question: What does it take to make a truly transformational difference? To achieve not just incremental progress but a game changer or, in the case of malaria, a life saver? In this moving and inspiring book, he offers compelling answers.

## Book Information

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## Customer Reviews

I picked up this book having read a couple of other books by Bill Shore (The Cathedral Within and The Light of Conscience). His two previous books were both readable and inspiring...and this latest was just as good. Shore's stories about some incredibly persistent and unrelenting scientific inquiry is backdrop for a bigger theme about what it takes to actually solve global social issues. The picture he paints of one of these scientists spending his time extracting material out of thousands of individual mosquitoes and going against the entire scientific establishment has stayed with me. Malaria has stuck around despite a lot of money and time going toward eradicating or controlling it. It would be easy to become jaded about the possibilities of putting an end to the scourge. Instead, Shore shows us a path toward a solution - and a way to think about other difficult social problems. I ran through this book in a day and felt both entertained and inspired.

An extraordinarily inspiring new book about possibility and courage told through the lens of one brave, disruptive soul's odyssey to create a vaccine for malaria. The book is not just a treatise on malaria. It's an antidote to cynicism and despair, no matter where or how it might creep into our lives or our thinking. It is a forensic expose of all of those sinister and cunning things that try to suffocate our idealism, both from the outside and within - skepticism, doubt, distrust, suspicion, disbelief, pessimism, negativity, weariness and disenchantment. In a culture that emphasizes fear and impossibility, here is an anthem that sings that all things are possible. It reminds us that if we are daring, failing, stumbling, falling, getting back up, and challenging the status quo, then we are really living. It's the opposite of the cover-your-ass, play-it-safe, the-sky-is-falling dirge the culture would have us humming. Every once and a while people like Billy come along and remind us that life is miraculous if you want it to be. Thank God for them.

Bill Shore tells a fascinating story of a diverse group of scientists approaching the "killer" problem that is malaria, a problem made the more difficult because it does not offer the high profits potential of many other drugs. While the military and travelers are interested, the primary market is poor countries, particularly in Africa, presenting challenges for distributing any vaccine or other solution. Shore uses scientist Steve Hoffman as a focal point for his theme that it takes imagination, and an unwillingness to see what many would perceive as dead ends, to solve a problem that is both scientific and economic. The analogies that Shore draws throughout the book between the work of Steve Hoffman and other scientists and solving other social problems which market forces haven't supported are thought provoking. Shore's core theme of thinking beyond the box - thinking about tackling the problem on a completely different playing field than it has been tackled before, is

inspirational and has remained with me as I think about the book.

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