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'Cloning Wild Life: Zoos, Captivity, and the Future of Endangered Animals', by Carrie Friese, New York, New York University Press, 2013, 258 pp., \$23 / £13.57 (paperback), ISBN 9781479836383

*Cloning Wild Life* presents a largely sociological account of endangered species cloning practices laced with narratives from the author's research. This research included interviews with contributing scientists in the field of endangered species cloning. Touching on numerous social theorists, the book is clearly concerned with issues far beyond the particular topic of cloning endangered species. The fact that the very definitions of endangered species and biodiversity are being brought into question by cloning makes this a particularly important story, justifying the extended focus in this book.

As a piece of research, the book has much to commend it. It engages with a wide range of theoretical accounts, interwoven with empirical findings that are communicated in a largely accessible manner. One of the more interesting dimensions in the research is the scientists' efforts to downplay their work ('nothing spectacular' to see here) to avoid the spotlight due to concern that there may be public resistance to endangered animal cloning. The strategic nature of such scientist-participants' self-presentation and framing efforts, however, could have been drawn out further in the book.

Given the sociological framing at the start and finish of the book, parts of it are surprisingly descriptive, emphasising the scientific and technical processes involved. There are some limitations in terms of its robustness as a research account. While the author's interviews with scientists hold some interest, these are relatively few in number and the claims in the book sometimes go beyond this data. The claims about public and media dimensions of the issue are often - but not always - supported by references. This means that some statements about the broader context for public and media reception of endangered species cloning are speculative in nature.

There are some apparent inconsistencies in the book. For example, right after presenting an interview extract in which a zoo employee described the internal debate over how to display a cloned banteng (ultimately choosing to hide the fact that it is cloned), the author offers this assessment:

'When scientists involved in zoos clone an animal, *the question is not so much how to display the animal in the zoological park.* Rather, the question is how to communicate the birth through the popular press' (emphasis added; p. 65)

Clearly, both issues could be expected to be the focus of deliberations at the zoo.

Moreover, the book shades somewhat towards exaggeration in its analysis of the contemporary relationship between bioscience and society. For example, the following rather sweeping claim appears in the conclusion without further

substantiation: 'bodies and techniques are being transposed to constitute multiple species in tandem, including humans' (p. 196).

Overall, the book's use of theory is not entirely convincing. In many cases, the ways in which the referenced theories apply to the present case are not elaborated enough to show the explanatory value of the theories. In the absence of detail, the author is leaving the reader with some questionable claims about the links between the theoretical concepts and the empirical detail of the research. For example, the concept of upstream public engagement is raised in one sentence (p. 151). In the next sentence, the author claims that the work of one of the scientists she interviewed 'embodies such an [upstream engagement] approach to reckoning with the politics of contemporary cloning practices in the context of species preservation' (p. 151). This claim seems to be based on the fact that this scientist 'played an instrumental role in organizing a workshop in September 2010 that brought basic scientists working with amphibians together with amphibian conservationists' (p. 151). Yet, this kind of expert workshop would hardly qualify as upstream public engagement. The result of a number of such cases is that the book has a bit of a choppy feel to it, as theorists and ideas are flagged up but not always followed through in a fully satisfying way.

Nevertheless, this book raises important questions and issues regarding conservation cloning. The book offers unique insights both through the thorough unearthing of relevant theory and the analysis of scientists' views on their endangered animal cloning practices. This book will be of greatest value to those interested in the social implications of animal cloning. Those interested in the sociology of zoos and animal conservation will also find good material in this book. To a lesser extent, those with a general interest in science and technology studies and the social implications of assisted reproductive technologies may be able to extract useful content. In sum, despite its limitations, this book is a valuable contribution to the literature.

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