Few phrases in biology have caught the imagination of professionals and lay people alike the way Richard Dawkins's ‘selfish gene’ has done, and it changed how both groups thought about evolution. The concept of 'selfish genes' has been simultaneously influential and contentious. The debate over its value has raged for over half a century and has pitted 20th century Darwinian heavy weights such as John Maynard Smith and W.D. Hamilton against Richard Lewontin and Stephen Jay Gould in the pages of Nature as well as those of The New York Review of Books. I will discuss the origins and developments of the gene's-eye view view: what it is, where it came from, how it changed, and why it continues to be such a popular thinking tool.