Helpful books for communicating better

*Am I Making Myself Clear? A Scientist’s Guide to Talking to the Public*, by Cornelia Dean  
(Harvard University Press 2009)

*Escape from The Ivory Tower: A Guide to Making Your Science Matter*, by Nancy Baron  
(Island Press, 2010)

*Explaining Research: How to Reach Key Audiences to Advance Your Work*, by Dennis Meredith  
(Oxford University Press, 2010)

*Made to Stick: Why Some Ideas Survive and Others Die*, by Chip Heath and Dan Heath  
(Random House, 2007)

*Don’t Be Such a Scientist: Talking Substance in an Age of Style*, by Randy Olson  
(Island Press, 2009)

Examples of good science writing for the public

*The Disappearing Spoon*, by Sam Kean  
(Back Bay Books, 2010)

(Harmony/Crown, 2008)

*A Short History of Nearly Everything*, by Bill Bryson  
(Broadway Books, 2003)

And the classic books on writing:

*On Writing Well*, by William Zinsser  
(HarperCollins, 2006)

*The Elements of Style*, by William Strunk, Jr. and E.B. White  
(Longman, 1999 or any recent edition – there are many)