



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)

The Alchemy of Air: A Jewish Genius, a Doomed Tycoon, and the Scientific Discovery That Fed the World but Fueled the Rise of Hitler. by Thomas Hager
(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)