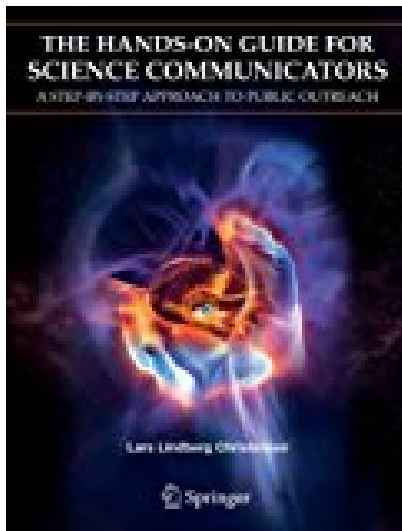


The Hands-On Guide for Science Communicators A Step-by-Step Approach to Public Outreach



BOOK DETAILS

- Author : Lars Lindberg Christensen
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BOOK SYNOPSIS

This hands-on guide offers practical advice on all aspects of science communication. It features a tightly interwoven fabric of issues: product types, target groups, written communication, visual communication, validation processes, practices of efficient workflow, distribution, promotion, advertising, and much more. Extremely practical, the guide provides the necessary "shortcuts" to produce outreach products of high quality. All concepts are explained with simple terms and illustrative examples while check lists and short "to-the-point" overviews enable rapid progress and quick results. New science communicators as well as seasoned presenters will find this guide both helpful and inspirational.

THE HANDS-ON GUIDE FOR SCIENCE COMMUNICATORS A STEP-BY-STEP APPROACH TO PUBLIC OUTREACH

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