Selected resources

Books

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

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

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

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

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

- *Marketing for Scientists: How to Shine in Tough Times*
  By Marc J. Kuchner (Island Press, 2011)

Talks on video

- Talk Nerdy to Me – Melissa Marshall
  [http://www.ted.com/talks/melissa_marshall_talk_nerdy_to_me.html](http://www.ted.com/talks/melissa_marshall_talk_nerdy_to_me.html)
  From TED talks: “Melissa Marshall brings a message to all scientists (from non-scientists): We're fascinated by what you're doing. So tell us about it -- in a way we can understand. In just 4 minutes, she shares powerful tips on presenting complex scientific ideas to a general audience.”

- Talks from the National Academy of Sciences’ “Science of Science Communication” conference/Sackler Colloquium, in May 2012, about how people perceive information, form beliefs, bestow attention, etc. The agenda and all links are here: [http://www.nasonline.org/programs/sackler-colloquia/completed_colloquia/agenda-science-communication.html](http://www.nasonline.org/programs/sackler-colloquia/completed_colloquia/agenda-science-communication.html)