

# 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)

NAS just ran a second Sackler Colloquium on this topic, Sept. 23-25, 2013:  
<http://www.nasonline.org/programs/sackler-colloquia/upcoming-colloquia/agenda-science-communication-II.html>