



Crackle and Fizz Essential Communication and Pitching Skills for Scientists

By Caroline van den Brul

Imperial College Press. Paperback. Book Condition: New. Paperback. 216 pages. Dimensions: 9.3in. x 6.0in. x 0.7in. This is a book for scientists and other experts who need to explain the significance and potential of their work to colleagues, committees, funding bodies or the general public. It details how to harness story-telling principles to make complex or technical content easier to communicate and fulfilling for audiences. Eight narrative ingredients, Audience, Change and Affect, Lure, World, Character, Big Hook, Plot and Structure, are illustrated with examples and exercises to demonstrate how to build a presentation, how to pitch for funds or resources, how to make a persuasive argument, or simply how to explain ideas so they CRACKLE and FIZZ for the Audience. Readership: Research scientists across all fields of science, from engineers to historians of science. This item ships from multiple locations. Your book may arrive from Roseburg,OR, La Vergne,TN. Paperback.

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