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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	- Chapter 1 (Introduction) – New Rules: Old Lessons? -- Chapter 2 – A New Starting Point: ‘Values-up’ not ‘Numbers-down’ -- Chapter 3 - New stories: Frames and Narratives for building public engagement -- Chapter 4 - New social norms: breaking the ‘climate silence’ -- Chapter 5 – New Voices: Shifting the debate from scientific to social reality -- Chapter 6 – New Rules: A Blueprint for public engagement on energy and climate change.
Sommario/riassunto	‘Adam Corner and Jamie Clarke offer an insightful, thoroughly researched set of guidelines for designing climate and energy communications. They propose that we develop new narratives that speak to people’s underlying values. This book will remain an

invaluable resource for practitioners, policy makers and researchers for many years to come.’ — Nick Pidgeon, Professor of Environmental Risk, Cardiff University, UK ‘Coherently argued with a fluid style, this excellent book helps consolidate the authors’ reputation for leadership in climate communication.’ — Dr Jonathan Rowson, Director, Perspectiva This book describes a fresh approach to climate change communication: five core principles for public engagement that can propel climate change discourse out of the margins and into the mainstream. The question of how to communicate about climate change, and build public engagement in high-consuming, carbon-intensive Western nations, has occupied researchers, practitioners, and campaigners for more than two decades. During this time, limited progress has been made. Socially and culturally, climate change remains the preserve of a committed but narrow band of activists. Public engagement is stuck in second gear. By spanning the full width of the space between primary academic research and campaign strategies, this book will be relevant for academics, educators, campaigners, communicators and practitioners. Adam Corner is Research Director at Climate Outreach, and Honorary Research Fellow in the School of Psychology at Cardiff University, UK. He has written widely on public engagement with climate change, in leading academic journals such as Nature Climate Change and national media including the Guardian and New Scientist. Jamie Clarke is Executive Director of Climate Outreach, guiding the organization to become Europe’s leading climate communication body. Passionate about addressing climate change, he champions the role that effective public engagement has in underpinning the necessary shifts in policy and practice.
