

1. Record Nr.	UNINA9910785020803321
Autore	Dean Cornelia
Titolo	Am I making myself clear : a scientist's guide to talking to the public / / Cornelia Dean
Pubbl/distr/stampa	Cambridge, Mass., : Harvard University Press, 2009
ISBN	0-674-26296-4 0-674-05371-0
Descrizione fisica	1 online resource (285 pages)
Classificazione	AK 39700
Disciplina	501/.4
Soggetti	Communication in science Science news Scientists - Vocational guidance
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	An invitation to researchers -- Know your audience -- The landscape of journalism -- Covering science -- The problem of objectivity -- The scientist as source -- Public relations -- Telling stories on radio and TV -- Telling science stories online -- Writing about science and technology -- The editorial and op-ed pages -- Writing books -- On the witness stand -- Making policy -- Other venues.
Sommario/riassunto	Am I Making Myself Clear? shows scientists how to speak to the public, handle the media, and describe their work to a lay audience on paper, online, and over the airwaves. It is a book that will improve the tone and content of debate over critical issues and will serve the interests of science and society.

2. Record Nr.	UNINA9910822634403321
Autore	Jost Richard M.
Titolo	Selecting and implementing an integrated library system : the most important decision you will ever make / / Richard M. Jost
Pubbl/distr/stampa	Amsterdam, [Netherlands] : , : Chandos Publishing, , 2016 ©2016
ISBN	0-08-100216-5
Descrizione fisica	1 online resource (128 p.)
Disciplina	025.00285
Soggetti	Integrated library systems (Computer systems) Libraries - Automation
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.