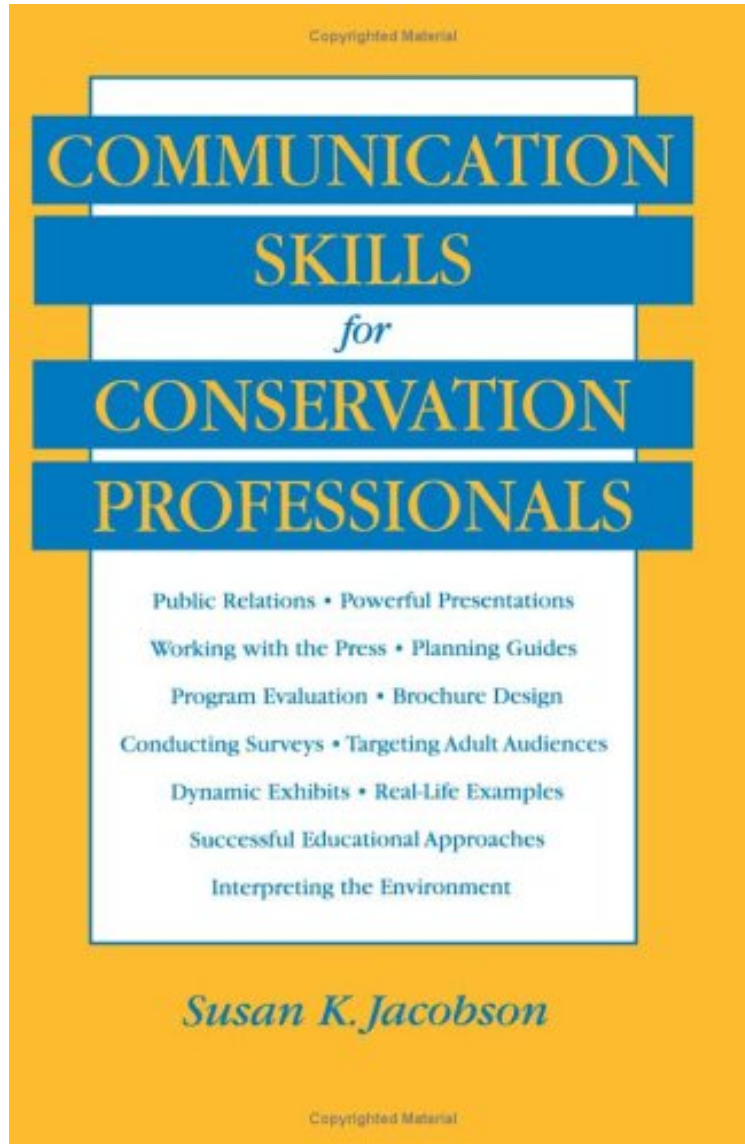


(Read free ebook) Communication Skills for Conservation Professionals

Communication Skills for Conservation Professionals

Susan Kay Jacobson

*DOC | *audiobook | ebooks | Download PDF | ePub*



 Download

 Read Online

#2665668 in Books Island Press 1999-06-01 Original language: English PDF # 1 8.99 x .83 x 6.011, 1.08 #File Name: 1559635096368 pages | File size: 31.Mb

Susan Kay Jacobson : Communication Skills for Conservation Professionals before purchasing it in order to gauge whether or not it would be worth my time, and all praised Communication Skills for Conservation Professionals:

1 of 1 people found the following review helpful. Very Helpful for Those in ConservationBy JoannaA great overview of how to get the word out about conservation issues, programs and campaigns. Thorough and in-depth. Recommended for anyone in conservation.11 of 11 people found the following review helpful. Should be Required Reading in Ecology/Natural Resources Management CurriculumsBy Jonathan GelbardThis is a book that every

ecologist, botanist, conservation biologist, land manager and other environmental professional should read as they work to improve on the critical skills involved in conveying the importance of a healthy environment to "people" values that matter to Joe and Jane Public. For undergraduate and graduate students in environmental studies, ecology, environmental science, environmental policy, environmental management and other related majors, it should be required reading in at least one of their courses. Right now too many Americans think of environmentalism and conservation as a threat to our economy and quality of life. That is clearly a major communications failure, because there are in fact abundant ways that conservation can SAVE money, protect the public health, reduce risk of floods, fires, and other such disasters, reduce cancer risk, improve our energy independence and thus national security, and much more while also protecting the health of our environment. Refer to [...] for some outstanding examples. Conservationists just need to do a better job of getting their message out there in a way that will resound positively with the public, and this book is a great starting point for learning how to do so.

Jacobson (ecology and conservation, U. of Florida, Gainesville) offers practical guidance for achieving conservation goals through effective communication. Following an introductory chapter, discussion includes gathering background information and targeting audiences, developing a communications camp