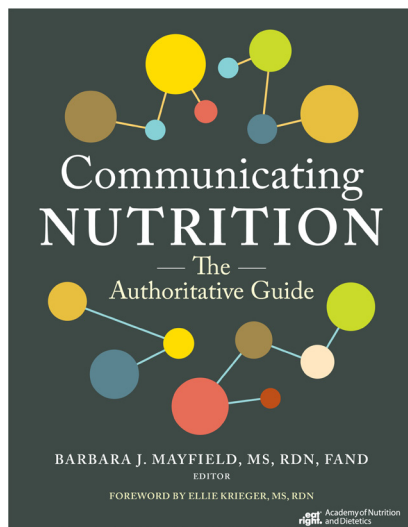


Communicating Nutrition: The Authoritative Guide

Mayfield, B. J. (Editor). 2020. Academy of Nutrition and Dietetics, 120 S. Riverside Plaza, Suite 2190, Chicago, IL, 60606. Softcover book, 698 pages, \$69.99 (AND Member Price), ISBN: 978-0-88091-017-0.



This authoritative guide provides the knowledge and skills needed to develop and deliver all types of communication in a variety of settings. - Academy of Nutrition and Dietetics

For nutrition professionals interested in enhancing skills in the realm of nutrition communication, this edited volume provides 42 chapters on how to do so. Fifty-eight professionals contributed to this book and 27 people reviewed the information. There is no other resource that brings to the reader the amount of helpful information found in this book no matter the focus of one's career.

This volume is divided into two parts. Part 1 is titled Nutrition Communication Is Built on a Firm Foundation: Professional, Science-Based, Audience-Focused. There are three sections: Communication Forms the Foundation of Professional Practice, Nutrition Communication is Science-Based, and Nutrition Communication is Audience-Focused. The 15 chapters in Part 1 showcase information on the art and

Media, Practices That Can Make or Break Success in Designing and Delivering Communication, and Designing and Delivering Professional Communications. The 27 chapters in Part 2 teach one how to design and deliver presentations. No matter how experienced one is with giving presentations, improvements can always be made. The reader learns about how to find an audience and then how to reach an audience using digital media tools in addition to print, video, and demonstrations. There are chapters on leadership and business communication providing information to equip professionals no matter the stage of professional journey. All chapters are heavily resourced providing additional background information.

The varied authorship of each chapter was appreciated by this reviewer. Gleaning ideas from the variety of experiences of so many professionals made reading this book worthwhile. This book is a must for nutrition professionals at all stages of career who desire to become better at communicating, a fundamental skill for success. Communication is an art and a science that many professionals do not take seriously. As a seasoned nutrition educator and higher education administrator, the information and ideas found in this book can assist one in navigating the over-crowded and often confusing nutrition information space and help one to emphatically emerge as the nutrition expert within one's sphere of influence. Cynthia P. Cadieux, PhD, RDN, FAND, retired Associate Professor and Associate Dean, Educational Assessment and Evaluation, Director, Distance Education, Director, Medical and Health Professions Educations Programs, Eastern Virginia Medical School, 651 Colley Avenue, Norfolk, VA 23507.

THIS AUTHORITATIVE GUIDE PROVIDES THE KNOWLEDGE AND SKILLS NEEDED TO DEVELOP AND DELIVER ALL TYPES OF COMMUNICATION IN A VARIETY OF SETTINGS.

- ACADEMY OF NUTRITION AND DIETETICS

science of nutrition communication, global challenges of misinformation, and how to have timeless consumer conversations on all manner of nutrition topics. Part 2 is titled Nutrition Communication Is Designed and Delivered with Excellence. There are five sections: Designing and Delivering Presentations, Designing and Delivering Communication via Print, Video, and Demonstrations, Designing and Delivering Communication via Mass