



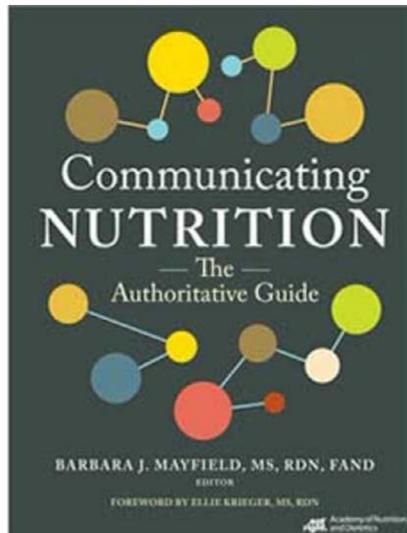
BOOK

Communicating Nutrition: The Authoritative Guide. Mayfield BJ, editor. 2020. Academy of Nutrition and Dietetics, 120 Riverside Plaza, Ste 2190, Chicago, IL 60606. Softcover book, 699 pp, \$89.99, ISBN: 978-0-88091-018-7.

This authoritative guide provides the knowledge and skills needed to develop and deliver all types of communication in a variety of settings.—Publisher

Communicating nutrition is both an art and a science. At just under 700 pages, *Communicating Nutrition: The Authoritative Guide* provides nutrition students and practitioners with an evidence-based guide to best practices in skillfully being communicators. The well-designed text provides foundational knowledge to equip readers with essential skills when designing and delivering evidence-based, engaging, and memorable nutrition communication.

The guide is divided into 8 sections split into 2 parts. The first part provides the foundational tenants of nutrition communication: professional, science-based, and audience-focused. The second part focuses on the effective design and delivery of nutrition communications via a variety of mediums. Topics covered include writing and interpreting scientific research, developing science-based messages, addressing misinformation, customizing communications to various audiences, delivering effective presentations, mastering media interviews, using social media, websites, videos, demonstrations, and communicating in business settings.



Overall, the material presented in this guide is up-to-date and comprehensive. Throughout the book, authors remind the readers of the importance of addressing misinformation and effectively communicating credible, evidence-based nutrition within our profession. Readers will appreciate that the text discusses best practices for communication via more traditional mediums such as print, oral presentations, and videos, as well as more timely mediums such as social media, blogging and web-based writing, and food photography.

Each section was succinctly written by a cross-section of experts. The tone of the text is highly readable while remaining authoritative. Each section is thoroughly referenced, providing readers with additional evidence-based articles for reading. A unique feature of each of the 8 sections is a showcase that provides

real-life communication examples, applied advice and suggestions, and an introduction to each section's main topic. Colorful popout boxes, used throughout the text, highlight key points, words of experience, and important tips that further help to make the text's content easily digestible. The beautifully designed figures, tables, and graphs would be useful for inclusion in dietetics curriculum by educators.

As the authors state, "being an effective communicator is essential for effective nutrition practice." Written for students, entry-level professionals, and nutrition educators and professionals with years of communication experience, the guide will help readers of all levels to enhance their communication skills and maximize their impact and reach. The *Communicating Nutrition: The Authoritative Guide* is a go-to text that dietetic students and interns and entry-level and seasoned nutrition professionals will want to keep for reference for years to come.

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