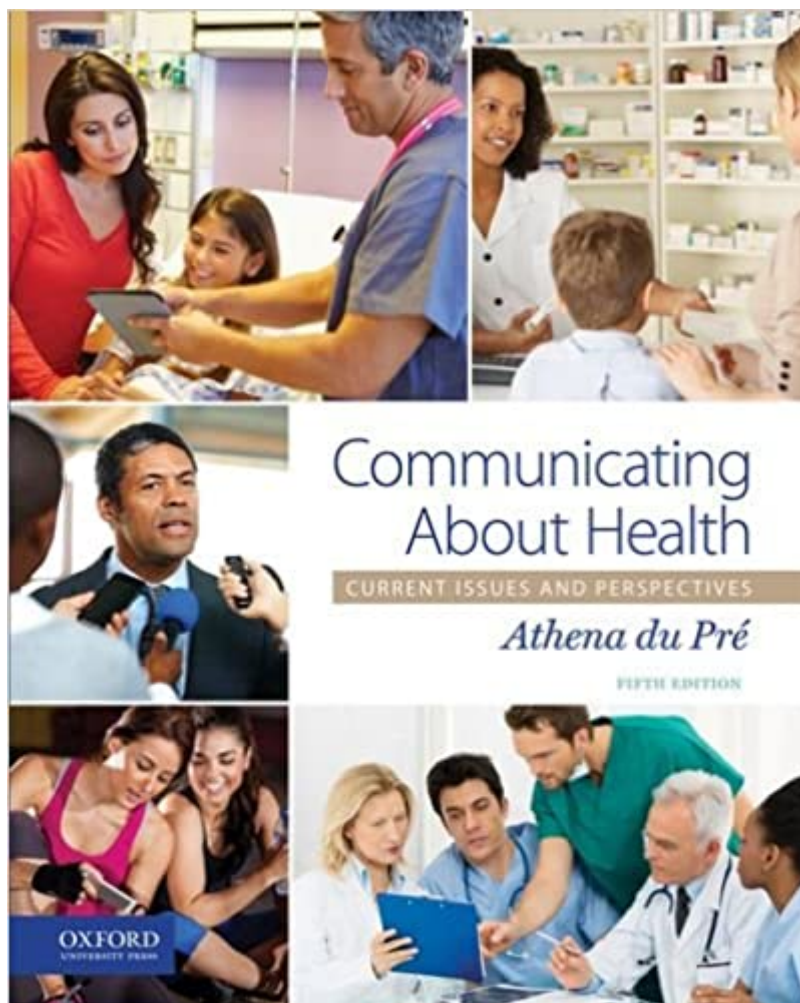


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# Communicating About Health: Current Issues And Perspectives



## Synopsis

Now in its fifth edition, *Communicating About Health: Current Issues and Perspectives* continues to live up to its long-standing reputation as the most dynamic and current exploration of health communication on the market. The book offers rich, current research and in-depth analysis of the cultural, social, and organizational issues that influence health communication and health advocacy. *Communicating About Health* is an indispensable resource for readers seeking to improve their communication abilities in fields related to health. This text explores health communication through the eyes of patients, care providers, health care leaders, campaign designers, and more. Readers will learn how culture, media, personal identity, technology, social networks, and other factors contribute to health and healing.

## Book Information

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## Customer Reviews

*Communicating About Health* offers an expansive look at the diverse and complex field of health communication research and practice. - Jessica Elton, Eastern Michigan University "This text is an excellent choice for students or practitioners looking for an equal balance of scholarship and application. The examples are engaging and the research is the best the field has to offer. You won't find a more comprehensive yet digestible text than this one."--Elizabeth Petrun, University of Maryland "Communicating About Health is a strong introduction to the various elements of health communication. It moves beyond the theories of behavior and attitude to address skills important to health communication initiatives. This book highlights how organizational, cultural, and interpersonal

communication affects public health initiatives and outcomes."--Virginia McDermott, High Point University

Athena du PrÃfÃ© is a Distinguished University Professor at the University of West Florida, where she directs graduate programs in Strategic Communication & Leadership and Health Communication Leadership. She is the author or coauthor of numerous books, including Communicating About Health: Current Issues and Perspectives (5th ed.), Understanding Human Communication (12th edition, coauthored by Ron Alder and George Rodman), and Essential Communication (coauthored by Adler and Rodman). Since joining the UWF faculty, she has twice been honored by the student body with an annual Distinguished Teaching Award.

This is an extremely well written textbook that is very relevant to real life experiences. It is one of my favorite books I have ever used for a college course for this reason. I can see this textbook being useful for a variety of students and people who simply want to learn more about healthcare communication.

This book was brand new and worked well for my class.

Needed this book for class. Very surprised how current the literature is and how accurate it reflects challenges in our medical community and society. Very interesting, I plan to read the rest when this class is done. Easy flow and interesting material.

Rented this as a course requirement for a communications class. I was expecting it to be boring, but honestly there is so much great content. The book looked brand new and was all around awesome.

Great book, easy to read and reference. Especially for first year grad students that just want to get to the basic information.

Received it right on time and very interesting. Not only informative for class assignments but the health field in general

Worked great for my current class. Very informative.

Informative and actually enjoyable

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