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Changing the Conversation: Messages for Improving Public

Changing the Conversation provides actionable strategies and market-tested messages for presenting a richer, more positive image of engineering. This book presents and discusses in detail market research about what the public finds most appealing about engineering--as well as what turns the public off.

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Changing the Conversation: Messages for Improving Public Understanding of Engineering The overall conclusion of this report is that the public image of engineering and engineers must appeal to the optimism and aspirations of students and must be all inclusive.

Changing the Conversation: Messages for Improving Public

Changing the Conversation: Messages for Improving Public Understanding of Engineering Presentation to the NSF Engineering Advisory Board April 24, 2008 Greg Pearson NAE Program Office. NATIONAL ACADEMY OF ENGINEERING Members of the Committee on PUE Messaging DON P. GIDDENS, Chair

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