

Communicating About Health: Current Issues and Perspectives



An ideal combination of communication theory and practical advice, *Communicating About Health: Current Issues and Perspectives, Fourth Edition*, is an indispensable resource for readers looking to improve their communication abilities in the health care field. Written by Athena du Pré--an experienced researcher and noted scholar--the text offers an excellent balance of theory and practice; research and pedagogy; coverage of patient/caregiver issues; and material on the current, historical, and philosophical backgrounds of communication in health care. In addition to enhancing features found in the previous edition, this new edition includes a greater emphasis on theory, narrative, and technology in order to reflect changes in the health industry.

Whats New to the Fourth Edition?*

- * A new chapter--eHealth, mHealth, and Telemedicine--describes the global impact of smartphone and tablet technology, tailored health messages, and the Internet on the health industry
- * A new chapter, Health Care Administration, Human Resources, Marketing, and PR, provides in-depth coverage of the contributions and communication strategies involved in leadership, morale, service excellence, community engagement, and more*
- * An expanded discussion of communication not only involves physicians and nurses but also pharmacists, allied health personnel, dentists, therapists, and others*
- * New features--Can You Guess?, What Do You Think?, Check It Out!, and In Your Experience--offer a higher level of engagement with students and stimulate critical thinking and discussion

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