illustrates the general principles of effective medical presentation

In medical education a lot of attention is given to what is said, but less consideration is given to how it is said. There is sometimes a misplaced focus on the content at the expense of the experience for the learner.

Stahl and Davis are leading experts in medical communication and they effectively explain the practice and methods behind their success. Applying the principles of adult learning, they provide examples of how to design a successful lecture and teach the reader how to influence the behaviors of their audience. Each chapter ends with a chapter summary, progress check, and a performance self-assessment test to ensure that the concepts are understood. This book is an essential guide for all those involved in the process of educating the next generation of doctors and supporting them through their training.