

Preface

This very short book - a pamphlet really - began as a series of lectures given over a ten-year period. It's based on talks given at the National Press Club, to the Council for Chemical Research, to various universities and national labs, and in informal speeches in the corners of dining rooms when I spoke to small groups. I thought of expanding it to be a "big" book but instead chose to distill and concentrate the ideas to the essence of what an engineer needs to know. My hope is that practicing engineers, who are often busy, will use it as a quick start guide. It boils down my own observations and practice as a person who truly works in the trenches of public outreach: every day I'm in a studio or an editing suite preparing some media piece to share with the public - a piece that defines what an engineer is, what he or she does, and why their work is important.

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