

SELECTED BIBLIOGRAPHY AND RECOMMENDED READING

From Writing to Be Understood: What Works and Why

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- Heath, Chip and Dan. *[Switch: How to Change Things When Change Is Hard.](#)* New York: Crown Business, 2010.
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- . *[The Sense of Style: The Thinking Person's Guide to Writing in the 21st Century](#)*. New York: Viking, 2014.
- Sapolsky, Robert. *[Behave: The Biology of Humans at our Best and Worst](#)*. New York: Penguin, 2017.
- Sloman, Steven and Fernbach, Philip. *[The Knowledge Illusion: Why We Never Think Alone](#)*. New York: Riverhead Books, 2017.
- Thomas, Francis-Noël and Turner, Mark. *[Clear and Simple as the Truth: Writing Classic Prose](#)*. Princeton: Princeton University Press, 2011.
- Vijayashanker, Poornima and Catlin, Karen. *[Present! A Techie's Guide to Public Speaking](#)*. CreateSpace, 2015.
- Wilson, Timothy D., *[Strangers to Ourselves: Discovering the Adaptive Unconscious](#)*. New York: Belknap Press, 2002.