Communication for Another Development
Listening before Telling
Wendy Quarry and Ricardo Ramirez

This lively book argues that in the development process, communication is everything. The authors, world experts in this field as teachers, practitioners and theorists, argue that Communication for Development is a creative and innovative way of thinking that can permeate the overall approach to any development initiative. They illustrate their argument with vivid case studies and tools for the reader, drawing on the stories of individual project leaders who have championed development for communication, and using a range of situations to show the different possibilities in various contexts.

Free from jargon, and keeping a close look at how development is actually being implemented at ground level, this book is an important contribution to development studies not just for students but also for development practitioners and policy makers.

‘Anyone interested in development will learn much from this book. Those working or interested in using communication in development could usefully place it on their required reading list.’
James Deane, Head of Policy, BBC World Service Trust

‘Quarry and Ramirez have written a highly readable, information-packed, lucid book on the challenges and successes of communication for international social change’
Silvio Waisbord

This should become required reading for communication for development practitioners! This highly personal reflection by two experienced advocates of participatory communication lays bare the reasons why we are so often frustrated with the outcomes of our work, while showing clearly the opportunities for creative support of empowering development from good deployment of communication processes.

Chris Garforth, Reading University

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Silvio Waisbord

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About the Authors

Wendy Quarry and Ricardo Ramirez are both independent consultant practitioners in Communication for Development, they have worked together on field projects, evaluations and publications over the last years, and they have been involved in relevant academia and development circles.

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