



# Communication for Rural Innovation: Rethinking Agricultural Extension

*Cees Leeuwis*

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## **Communication for Rural Innovation: Rethinking Agricultural Extension** Cees Leeuwis

This important book is the re-titled third edition of the extremely well received and widely used *Agricultural Extension* (van den Ban & Hawkins, 1988, 1996). Building on the previous editions, *Communication for Rural Innovation* maintains and adapts the insights and conceptual models of value today, while reflecting many new ideas, angles and modes of thinking concerning how agricultural extension is taught and carried through today.

Since the previous edition of the book, the number and type of organisations that apply communicative strategies to foster change and development in agriculture and resource management has become much more varied and this book is aimed at those who use communication to facilitate change in agriculture and resource management. *Communication for Rural Innovation* is essential reading for process facilitators, communication division personnel, knowledge managers, training officers, consultants, policy makers, extension specialists and managers of agricultural extension or research organisations. The book can also be used as an advanced introduction into issues of communicative intervention at BSc or MSc level.

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