



Power in the Blood: A Handbook on Aids, Politics, and Communication (Routledge Communication Series)

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In this single volume, William N. Elwood has gathered potent evidence of the impact that the HIV/AIDS epidemic has had on the world, its communities, and its inhabitants, and he addresses the role of communication in affecting the way in which people respond to AIDS. With a multidisciplinary group of contributors and topics ranging from political rhetoric to interpersonal discourse, *Power in the Blood* offers a multitude of ways in which to think about power, politics, HIV prevention, and people living with HIV. Readers will be able to use this information in class discussions, program designs, grant applications, and research, as well as in their own lives. With this volume, Elwood makes a thoroughly convincing argument that communication is the key to understanding, treating, and preventing AIDS, and he inspires further action toward the goal of ending the AIDS crisis.

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