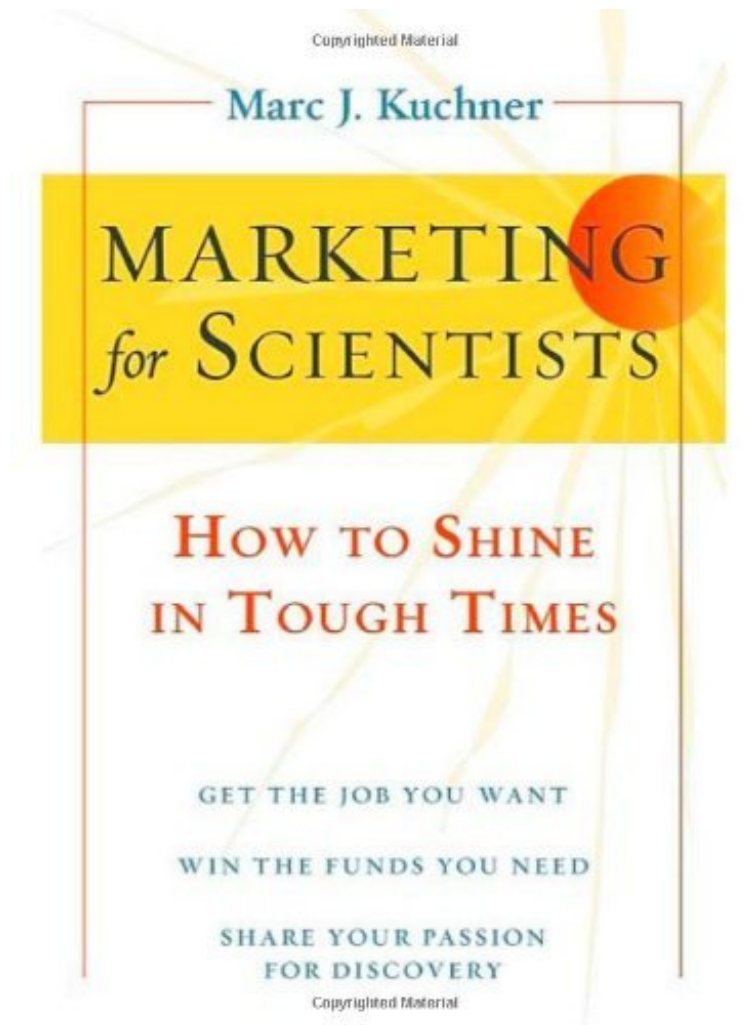


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## Marketing for Scientists: How to Shine in Tough Times

*Marc J. Kuchner*

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**Marc J. Kuchner : Marketing for Scientists: How to Shine in Tough Times** before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing for Scientists: How to Shine in Tough Times:

5 of 5 people found the following review helpful. Crucial tools for grad students to senior scientists By David Goldhaber I'm a professor of physics at a major research university. My colleagues and I tend to consider marketing or salesmanship as at best necessary evils. This book takes a more positive and inclusive attitude toward marketing, casting it as being about relationship-building, and I have to say I'm convinced! The book helps us understand that everything we do has a customer (fellow scientists, neighbors or family, the public, Congress) and that we need to consider each customer's needs as we interact with him or her. Much of the first half of the book felt familiar and right to me -- I've long tried to convey these ideas to my proteges, but I don't do it systematically, and Marketing for Scientists makes the connections clearer than I have ever articulated. The second half of the book stretched my

thinking more, and I expect it to be useful to me for years to come. The book's value is so clear to me that I bought copies for all of my 15 group members, and I plan to have us discuss and debate its ideas at group meetings in the coming month. Full disclosure: I became aware of this book because Marc Kuchner is an old friend of mine (he even consulted me a couple of times while he was writing it). But I only suggested that my group members spend valuable time reading it because I feel it will transform how they convey their ideas and build relationships with colleagues. 10 of 10 people found the following review helpful. Everything you wanted to know in grad school, but were afraid to ask... By Debra Fischer This book was terrific - each chapter discusses a unique aspect of how to be a more effective scientist. This is a reminder that networking and marketing are really about community-building, not about manipulation or false advertising. I loved the chapter on archetypes that helped me think about whether the image that I (and my students) project is really the one that we mean to project. There are concrete suggestions for improving talks and presentations. And the book is interspersed with fun snippets about the secret life of a theoretical astrophysicist who also loves writing country music. After I read the book once, I started a second time, folding back the corners of pages with information that I wanted to pass on to my students and postdocs. When I realized that almost every page was being earmarked, I ordered copies for everyone in my group. This is a gem of a book! WOW! I loved it. 2 of 2 people found the following review helpful. Great resource, even for those outside of science By Jacob O'Connell Marketing for Scientists is a fantastic book that very effectively breaks down a lot of key aspects of marketing, and how they're applicable to people in academia. Marc does an excellent job using anecdotes and stories to get a point across, which is one of the techniques he discusses in the book. I've been following the Marketing for Scientists blog for quite a while, and the fact the book is finally out is very exciting, it's a wonderful summation of everything discussed on the site, and even more! Who Should buy this book? I really think everyone could benefit from reading this. Although the title is "Marketing for Scientists" it is a really great introduction to how to market yourself that can apply to anyone wanting to get better at communicating. There are a lot of very science oriented examples, and techniques but it's written in a format that is accessible to anyone (I read half of it in the first sitting!) I've been personally recommending it to all the faculty at my university (I'm a student still) and I've been hearing only good stuff back from them! Bottom Line: Get this book, read it, and pass on the word!

It's a tough time to be a scientist: universities are shuttering science departments, federal funding agencies are facing flat budgets, and many newspapers have dropped their science sections altogether. But according to Marc Kuchner, this antisience climate doesn't have to equal a career death knell-it just means scientists have to be savvier about promoting their work and themselves. In Marketing for Scientists, he provides clear, detailed advice about how to land a good job, win funding, and shape the public debate. nbsp;

"...a book that understands both the mechanics of marketing and the nuances of the crazy but wonderful world of science... Prof Hacker readers should buy this book" nbsp;-Chronicle of Higher Education, Prof Hacker Blog