



# Persuading Scientists: Marketing to the World's Most Skeptical Audience

*Hamid Ghanadan*

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## **Persuading Scientists: Marketing to the World's Most Skeptical Audience** Hamid Ghanadan

The first of its kind focused on marketing strategy to the life science and healthcare industries, this book sets a new standard for reaching skeptical audiences, including scientists, researchers, and healthcare professionals. A roadmap for marketers to effectively navigate the marketing paradigm shift, build effective content-centric marketing models, create and deploy successful campaigns, and measure their impact.

Described as a must read in the life science marketing space.

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