

Persuading Scientists Marketing To The World S Most Skeptical Audience

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Persuading Scientists provides a model for achieving highly effective marketing results that resonate with scientists. Instead of focusing on technology fads and trends, author Hamid Ghanadan leverages the consumer psychology of scientists to solve the most fundamental challenge in science marketing--overcoming skepticism--and provides a step-by-step approach to marketing programs that engage and persuade scientists.

Amazon.com: Persuading Scientists: Marketing to the World ...
Persuading Scientists: Marketing to the World's Most Skeptical Audience by Hamid Ghanadan (2012-05-01) [Hamid Ghanadan] on Amazon.com. *FREE* shipping on qualifying offers.

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marketing campaigns should be to eliminate barriers for scientists as they move fr om one phase of their buying journey to the next by providing them the type of information they ar e open to at ...

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This book expands on the seminal marketing approach outlined by Hamid Ghanadan in his 2012 book, "Persuading Scientists". The model that he described is a framework for marketers whereby content marketing alerts an audience to a particular need, helps the audience form hypotheses around possible solutions, and guides them toward selecting the company's products.

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Amazon.com: Customer reviews: Persuading Scientists ...
Persuading Scientists: Marketing to the World's Most Skeptical Audience lays out his vision of content-centric marketing and provides a primer on campaign architecture for our industry. In this interview, we discuss some important aspects of the book, but also the changes he has seen since its publication and the obstacles companies face in executing content marketing effectively.

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Persuasion marketing applies what we know about human psychology to develop techniques to market products or services. In this case, it specifically applies to the promotions aspect of the marketing mix, and builds on a customer's impulsive behavior to lead them to purchase.