



Marketing for Scientists: How to Shine in Tough Times

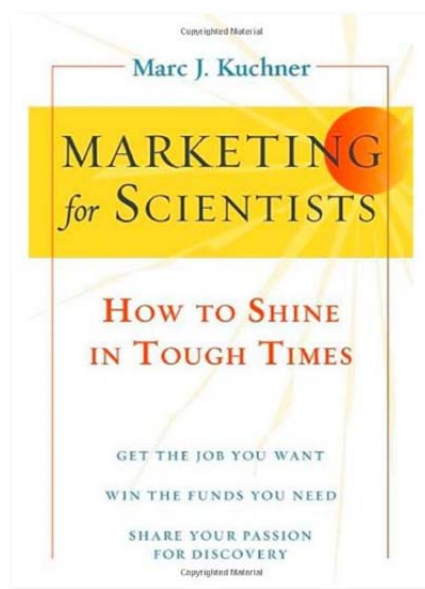
By Marc J. Kushner, Island Press, 2012,
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I think I saw this book in the reviews section in Science. It looked intriguing so I bought a copy. The author is an astrophysicist who also happens to be a published country music songwriter. Although the song writing aspect had been going well, publishing the songs wasn't, so Kushner decided to learn how to market his music. This book takes the principles he learned marketing his songs and applies them to his scientific career, explaining the details to readers for their own use.

This book starts off by analyzing the fundamental theorem of marketing ("everything you get from other people comes because you meet someone else's needs or desires") and how to apply it to science. Once Kushner defines the problem, he takes the reader through the processes of selling things (for example: your research project) and how to build relationships

Next Kushner describes the importance of branding your research, and provides some suggestions about how to do this. He advocates getting there first; however, if you can't get there first, develop a program to be first. You should also be the one to name your product or result. Some time is spent on developing the name and logo for your product or result. Kushner discusses twelve archetype personalities and gives examples of each. He stresses the importance of not being the Orphan archetype.

The author spends some time defining the consumers of science, including your colleagues, the general population and the government. All this is important because your message must be directed appropriately. The next chapters cover the day-to-day business of



science: getting funding or a job, writing proposals and generating figures, producing papers and attending conferences, giving talks, and using the internet. The latter chapters cover interacting with the general public, including journalists, as well as the government. Kushner spends one chapter dealing with how to market science itself, which is becoming a real problem in the US. Kushner closes with a chapter on leadership.

The author summarizes all the concepts discussed neatly on a single page you could copy and keep in your lab notebook (page 217). The author provides numerous references and examples to support his arguments. I liked his argument for selling a blender: show a margarita.

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