



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

By Hamid Ghanadan

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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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Editorial Review

About the Author

A biochemist by training, Hamid Ghanadan is founder and president of The Linus Group, a marketing firm focused exclusively on maximizing revenue potential for scientific offerings. Combining his own scientific training, his collaboration with more than 50 companies in 16 years of running The Linus Group, and insights into the trends within the industry, Hamid has synthesized his findings for how to effectively influence the way scientists buy products. He lives in the San Francisco Bay Area.

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