

Talking Biotech: Marketing expert Jay Baer's tips on communicating about GMOs

When we discuss new technology with the public, there is inevitable fear and push back with at least a fraction of those we are trying to reach. How we address this is critical to our own credibility. Jay Baer, president of Convince and Convert, a digital marketing and customer relations consulting firm, is an author and consultant in customer service and marketing. He has written the book *Hug Your Haters*, a book that outlines the value of criticism and the proper ways to address it. These concepts are especially important in the days of social media.

These tips from marketing translate well to science communication, as we attempt to share science with an oftentimes skeptical audience.

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