

sometimes forget that compliments and encouragement can really help others to feel acknowledged, accepted, and included. Besides, it is important to celebrate successes, even if they are not our own. Although the book contains an overwhelming set of marketing approaches and references, Kuchner provides a succinct table (on page 96) that illustrates ineffective versus effective marketing techniques. An astrophysicist at NASA's Goddard Space Flight Center, Kuchner also demonstrates a good sense of the culture of the scientific community.

Some parts of the book are stellar. Kuchner reached out to obtain input and quotes from key people in the know, including Anne Kinney, a division director at NASA, and Nell Greenfieldboyce, a science correspondent for National Public Radio. I particularly enjoyed the section in chapter 9 that discusses the types of figures to use in grant proposals and presentations. According to Kuchner, the "beautiful butterfly figure" is just to grab the reader's attention; the "family portrait figure" sums up the contributions of everyone else in the field; and the "Jenny Craig figure," the before-and-after photo, is essential to illustrate "an example of what they can expect." I also found his characterization of proposal blunders (on page 129) both hilarious and helpful. If you are only going to read one section of the book, read "Crowdsourcing and citizen science" in chapter 14, which is concerned about marketing science itself.

In terms of career-development generally, I would recommend *A PhD Is Not Enough! A Guide to Survival in Science* (2nd edition, Basic Books, 2011) by Peter Feibelman and *Becoming Leaders: A Handbook for Women in Science, Engineering and Technology* (NSERC/Petro-Canada, 2002) by F. Mary Williams and Carolyn Emerson. The former is interesting for scientists at many levels, not just graduate students. The latter is, for the most part, equally applicable to men as it is to women and is packed with information covering a broader scope than Feibelman's book. The book that's next in line for me to read is *The Black Academic's Guide to Winning Tenure—Without Losing Your Soul* (Lynne Rienner, 2008) by Kerry Ann Rockquemore and Tracey Laszloffy.

Readers of *Marketing for Scientists* have to keep things in perspective—if you did everything suggested in the book, no time would remain for research. And does anyone really need a logo? However, if you or your accom-

plishments are consistently overlooked, then maybe you need to heed some of its advice, not just to survive but to flourish.

Lynnette D. Madsen

Arlington, Virginia

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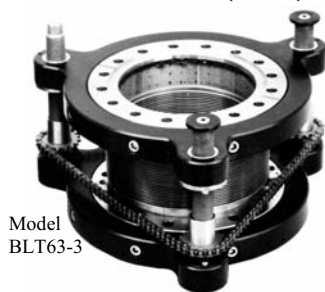
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