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How to Market Your Research



Carlos Diaz Ruiz
Assistant Professor



Jessica Gustafsson
Communications Officer

FUTURUM, 14th February 2024, from 12:00 to 13:30

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"Even in a world of digital influence, impact isn't spontaneous but requires a lot of work." - Assistant Professor Carlos Diaz Ruiz

In the "*How to Market Your Research*" seminar at [Hanken School of Economics](#), Assistant Professor [Carlos Diaz Ruiz](#), along with Communications Officer [Jessica Gustafsson](#), utilized the article "*Disinformation and Echo Chambers..*" as a case study to demonstrate the process of marketing research. Here are some insights into the process:

- 1 Translate your research findings for the general public—think elevator pitch.
- 2 Support the story with diagrams, charts, ...see more

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Business Development Manager

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Great insights on marketing research, thank you for sharing! [CERS Hanken](#)

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