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Forma Life Science Marketing CEO David Chapin Publishes the 'Definitive Book on Marketing' for Life Science Industries

Making the Complex Compelling: Creating High-Performance Marketing in the Life Sciences available for purchase in December

Raleigh, NC – December 1, 2014 - David Chapin, CEO of Forma Life Science Marketing, has published *Making the Complex Compelling: Creating High-Performance Marketing in the Life Sciences*. The book will be released this month and is available for [pre-order now on Amazon.com](#). Readers can sign up for a chance to win a free copy and to be notified about its availability at the book's website, makingthecomplexcompelling.com.

Making the Complex Compelling is designed for life science investors, researchers, and business development and sales executives who are eager to better engage their audiences and increase sales and margins. The book introduces readers to a clear, step-by-step process that helps organizations define their unique value, establish a strategic position, and clearly articulate the benefits of their product or service. When this position is effectively and consistently translated across all of an organization's marketing, sales and PR touchpoints, it becomes the foundation for compelling differentiation and increased audience engagement.

A scientist himself, Chapin applies his nearly 30 years of expertise to compare the psyche of scientists and marketers, who typically take very different approaches to communication. Key chapters cover the myth of marketing immunity, how marketing works (through a model called the Marketing Mechanism of Action), misalignment of sales and marketing, and the use of archetypes to enhance a brand story - all to demonstrate how effective marketing can change even the most skeptical attitudes, beliefs and behaviors.

'Know what you stand for' to engage your audience

"The life sciences market is both deep and broad, and much of it is regulated - meaning regulatory agencies have some control over what can and can't be claimed about a therapy, technology, or methodology," said Chapin. "To avoid

scrutiny, too much life science marketing makes general claims that go unnoticed in this very crowded sector. High-performance marketing begins with knowing what you stand for, how to clarify your position to differentiate yourself, and being bold enough to communicate it and engage your audience."

Produced by Rockbench Publishing, Chapin's book is the extension of a monthly series of white papers he began writing in 2008 and is now available for purchase on Amazon.

About Forma Life Science Marketing

Headquartered in Raleigh, NC, Forma Life Science Marketing is a leading marketing firm for the life science, biotech, pharma, and medical device industries. For 27 years, Forma has specialized in helping companies in the life sciences increase engagement with their audiences through authentic positioning and differentiation. Clients include established and emerging clinical and contract service providers, discovery and development organizations, and diagnostic, scientific, and laboratory equipment and instrumentation companies. Forma makes complex life science messages compelling for the industry's most sophisticated audiences through positioning and message development, market research, marketing communications and design, inbound marketing, web development and interactive services, content marketing, direct marketing, print design and other services. Learn more at formalifesciencemarketing.com.

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