

Geosci. Commun. Discuss., author comment AC1  
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## Reply on RC1

Iain Stewart

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Author comment on "GC Insights: Scientists as Marketers" by Iain S. Stewart, Geosci.  
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Thanks for those encouraging comments. If I understand it correctly, your suggestion is to add a comment on the implications of the new model for science communication. I'll certainly look at whether at a broader remark on this point can be inserted.