

Geosci. Commun. Discuss., referee comment RC1
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Comment on gc-2021-24

Anonymous Referee #1

Referee comment on "GC Insights: Scientists as Marketers" by Iain S. Stewart, Geosci. Commun. Discuss., <https://doi.org/10.5194/gc-2021-24-RC1>, 2021

I found this short paper well-focused, structured, and written. The author initially provides the essential coordinates to understand his reasoning, which then he develops in the remainder of the paper in an essential and effective way. Just a short comment: the author might add some insights about the new paradigm "guide and co-create", regarding the possible reverse of the medal (if any) of this new approach to science communication. But I leave to him the decision. In my opinion, this paper is worthy to be accepted also as it is.