Lecture title: Your Brand and Career in Global Health and the Biomedical Sciences
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Abstract: The Global Burden of Disease Study has revealed a rise in non-communicable diseases with a commensurate decline in infectious diseases, but these findings ignore the hidden burden of neglected and emerging infectious diseases actually accounting for many of the NCDs. In addition, there are major changes related to war, changing poverty (blue marble health), and climate helping to alter disease patterns. These shifts have important implications for your career interests in global health and the biomedical sciences. As a component of your future career aspirations are changing patterns in communications and social media, and declines in public awareness about science. There is renewed importance to cultivate your scientist brand to address this unexpected rise in antiscience.