

Recent Articles – January 2025

The following links lead to articles that have been published as part of my work for GRAS Sound & Vibration and is a supplement to the examples I have uploaded to Marketing Capacity in PDF format. I have mostly acted as ghostwriter or editor, so I'm not credited as author of the published work. But I have written and edited all of them. You'll just have to take my word for it!

1.

This article, for which I was the ghostwriter, highlights the benefits of customizing measurement microphones – a key business focus for GRAS – and addresses misconceptions about cost and support, advocating for tailored solutions to meet specific customer needs.

<https://www.engineerlive.com/content/striking-balance>

2.

This article, which I edited for clarity and readability, concerns some interesting findings about the importance of ear canal geometry made by the engineers at GRAS. It was part of our ongoing effort to brand GRAS as industry thought leader. Working from their manuscript I had to find the balance between readability and scientific accuracy.

<https://audioxpress.com/article/unveiling-the-impact-of-ear-canal-geometry-for-in-ear-headphone-testing>

3.

This is another thought leader piece, edited and ghostwritten by me, based on engineer input. It's about measurement microphones for the automotive industry.

<https://audioxpress.com/article/advances-in-measurement-microphones-for-automotive-testing>