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Titolo	Gesundheitsforschung kommunizieren, Stakeholder Engagement gestalten [[electronic resource]]
Pubbl/distr/stampa	Berlin, : MWV Medizinisch Wissenschaftliche Verlagsgesellschaft, 2017
ISBN	3-95466-363-5
Descrizione fisica	1 online resource (210)
Collana	Schriftenreihe der TMF - Technologie- und Methodenplattform für die vernetzte medizinische Forschung e. V, Bd. 14
Soggetti	Epidemiology & medical statistics
Lingua di pubblicazione	Tedesco
Formato	Materiale a stampa
Livello bibliografico	Monografia
Sommario/riassunto	In view of a social development towards more transparency and participation, communication is becoming more and more important in (health) research. This anthology provides suggestions on how successful communication in health research can be designed and is a reference work that provides readers with help and tips for their own work. The most important facets of science communication in health research are presented: from the development of a communication strategy to the relationship between science and the media, to the creation of evidence-based information for patients, from questions of organizational communication to stakeholder engagement and fundraising.

2. Record Nr.	UNIORUON00321975
Titolo	Bibliothek der Weltliteratur
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Lingua di pubblicazione	Non definito
Formato	Materiale a stampa
Livello bibliografico	Collezione