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Altri autori (Persone)	StuartDavid (David Patrick) SilberDenise BoutinFrancois
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Nota di contenuto	part 1. From science 2.0 (2000-2010) -- part 2. ... and pharma 2.0 ... -- part 3. ... to pharma 3.0 (2010-).
Sommario/riassunto	Science 2.0 uses the resources of Web 2.0 to communicate between scientists, and with the general public. Web 3.0, in turn, has brought disruptive technologies such as semantic search, cloud computing and mobile applications into play. The term Pharma 3.0 anticipates the future relationship between drug makers and doctors with their patients in light of such technology. From Science 2.0 to Pharma 3.0 examines these developments, discussing the best and worst of Web 2.0 in science communication and health. Successes such as the Open Access phenomena and also less successful networks are covered