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Altri autori (Persone)	HartomoTjempaka Sari
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Acknowledgements; Chapter 1 The case for open science; Chapter 2 Good science writing; Chapter 3 Planning for open science; Chapter 4 Understanding the audience; Chapter 5 Communicating with the media; Chapter 6 Communicating with government and industry; Chapter 7 Communicating with the public; Chapter 8 Talking to the world; Chapter 9 Communicating new technologies; Chapter 10 Working towards open science; Chapter 11 Sensible rules for open science; Chapter 12 Issues management for science bodies
Sommario/riassunto	Practical advice on how to communicate science effectively with different audiences.