

1. Record Nr.	UNINA9910814101803321
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Titolo	From science 2.0 to pharma 3.0 : semantic search and social media in the pharmaceutical industry and STM publishing // Herve Basset, David Stuart and Denise Silber ; with contributions from Francois Boutin
Pubbl/distr/stampa	Oxford : , : Chandos Publishing, , 2012
ISBN	1-78063-375-0
Edizione	[1st edition]
Descrizione fisica	1 online resource (293 p.)
Collana	Chandos publishing social media series
Altri autori (Persone)	StuartDavid (David Patrick) SilberDenise BoutinFrancois
Disciplina	501.3
Soggetti	Online social network Pharmaceutical industry
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
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