



Open Science: Sharing Knowledge in the Global Century

Julian Cribb, Tjempaka Sari

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Open Science is about how we address the profound challenges which now confront humanity: climate, the food crisis, environmental degradation, resource scarcity and disease; through science communication. These call for the sharing of scientific knowledge among billions of humans, on a scale never before attempted.

Open Science offers practical ways to communicate science in a highly networked world where billions of people still have little or no access to advanced knowledge or technologies. The authors describe low-cost, effective means to transfer knowledge to target audiences in industry, government, the community and to the public at large.

The book features sections on good science writing, practical advice on how to develop communication and media strategies, ways to measure communication performance, how to handle institutional 'crises', how to deal with politicians and much more.

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