

CONTENTS

Acknowledgements	vii
CHAPTER 1 THE CASE FOR OPEN SCIENCE	1
CHAPTER 2 GOOD SCIENCE WRITING	15
CHAPTER 3 PLANNING FOR OPEN SCIENCE	31
CHAPTER 4 UNDERSTANDING THE AUDIENCE	51
CHAPTER 5 COMMUNICATING WITH THE MEDIA	63
CHAPTER 6 COMMUNICATING WITH GOVERNMENT AND INDUSTRY	93
CHAPTER 7 COMMUNICATING WITH THE PUBLIC	127
CHAPTER 8 TALKING TO THE WORLD	139
CHAPTER 9 COMMUNICATING NEW TECHNOLOGIES	153
CHAPTER 10 WORKING TOWARDS OPEN SCIENCE	165
CHAPTER 11 SENSIBLE RULES FOR OPEN SCIENCE	175
CHAPTER 12 ISSUES MANAGEMENT FOR SCIENCE BODIES	185
Afterword	201
Appendix: Declaration on science and the use of scientific knowledge	202
Endnotes	212
Index	217