

招聘講演

Maximising access to medical research information published in online journals

Martin Richardson

Managing Director, Oxford University
Press, Great Clarendon St, Oxford OX2 6DP, UK



Over the past decade, the Internet has transformed the way that medical research information is disseminated. A powerful combination of technology and new business models is providing efficient and cost-effective ways for medical research information to be accessed online by researchers, clinicians and patients across the globe.

Evidence-based Complementary and Alternative Medicine (eCAM) is a new, international, peer-reviewed journal that was launched in June 2004 as a joint project between Oxford University Press and the Ishikawa Natural Medicinal Products Research Centre (INMPRC), assisted by an international editorial board led by Professor Edwin Cooper from UCLA.

In collaboration with our technical partner, Stanford University's HighWire Press, OUP and INMPRC have employed the latest technologies, together with a policy of 'Open Access'; to order to ensure that the high-quality research information published in eCAM is available to the widest possible audience.