

Pharmaceutical Information Service in Web2.0 Age and the Strategy of Google .

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Movement concerning "Next generation's web" called Web2.0 was emerging as a big topic in 2006. That is the great change of past information circulation. The movement of Web was largely influenced the information circulation in a real society and marketing activities as well.

Moreover, the search engine , for example, Google aims at the indexation of information all over the world, and the attempt that takes the whole library as a data base is also advanced in Europe and America. The method of acquiring past science information should change in such a situation. And the category of information that the library treat including an electronic journal should be designed to include the copyright processing and the relation to the cost. It is necessary to accumulate the knowledge and technology of "Cyber literacy" that selects the wrong one and the more useful one from information in the Internet. And we should understand the feature of Web2.0 as for the information service related to the pharmacology in the future, and take it positively. However, if it no matter how the use of the Internet advances, the sense of balance that combines them well will become important because a lot of services that value communications that cannot be done except by humans.