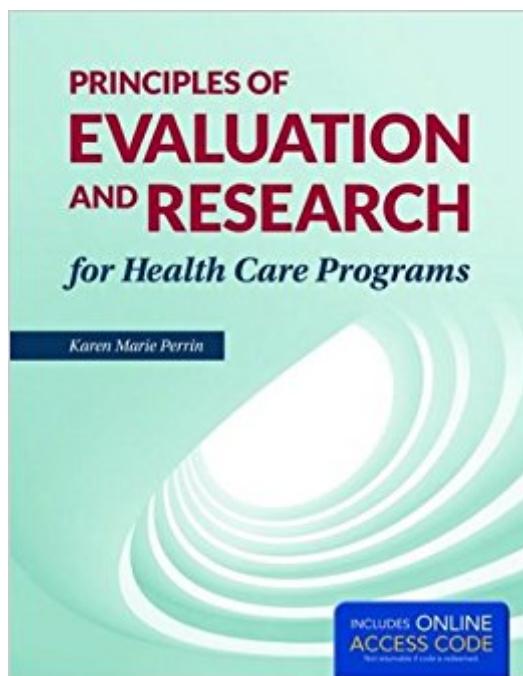


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Principles Of Evaluation And Research For Health Care Programs



Synopsis

A Classroom-Tested Resource Loaded with Practical Examples from Across the Health Disciplines

• A reader-friendly exploration of the key approaches used to conduct health program research and evaluation

• Includes an easy-to-understand chapter on Inferential Statistics

• Covers ethical and cultural competency issues unique to conducting evaluations

• Provides an introduction to systems thinking and its implications

• Offers activities and case studies that lay the foundation for understanding all aspects of evaluation

• Develops critical thinking skills needed to dissect peer-reviewed publications as well as popular media health claims

Instructor Resources:

- Instructor's Manual
- PowerPoints
- Test Bank

Student Companion Website

Each new copy of the text comes packaged with an access code card that will give your students entry to a comprehensive site with:

- Crossword Puzzles
- Interactive Flashcards
- Glossary
- Matching Questions
- Web Links

Book Information

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