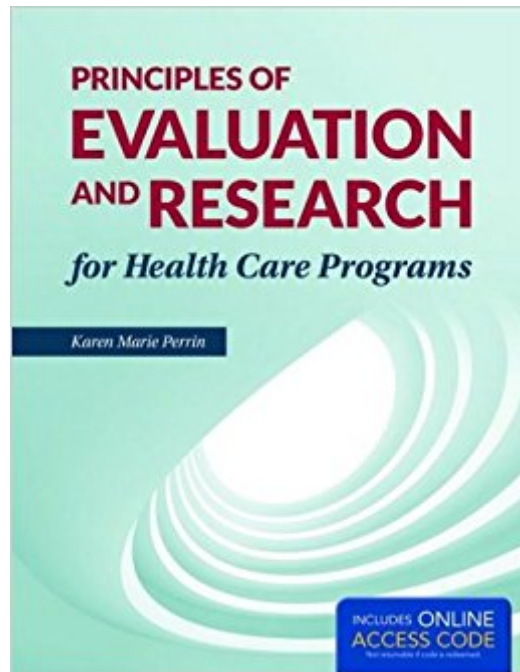




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Principles Of Evaluation And Research For Health Care Programs



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 at 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

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