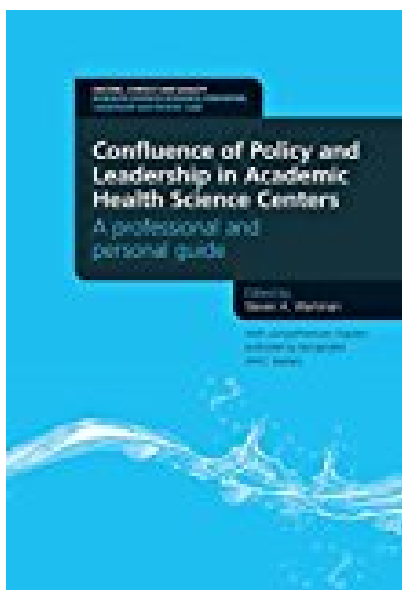


Confluence of Policy and Leadership in Academic Health Science Centers A Professional and Personal Guide Culture Context and Quality in Health Sciences Research Ed



BOOK DETAILS

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BOOK SYNOPSIS

This book is the result of the WHO European Working Group on Health Promotion Evaluation, which examined the current range of qualitative and quantitative evaluation methods to provide guidance to policy-makers and practitioners. It includes an extensive compilation and discussion of the theory, methodologies, and practice of evaluating health promotion initiatives in Europe and the Americas. The book shows how a health promotion approach offers a comprehensive framework for planning and implementing interventions that can effectively address today's major health-related problems. The authors describe how good evaluations assist initiatives in achieving their goals, provide a wealth of guidance on how to undertake them, and call for greater investment in the evaluation of health promotion.

CONFLUENCE OF POLICY AND LEADERSHIP IN ACADEMIC HEALTH SCIENCE CENTERS A PROFESSIONAL AND PERSONAL GUIDE CULTURE CONTEXT AND QUALITY IN HEALTH SCIENCES RESEARCH ED

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