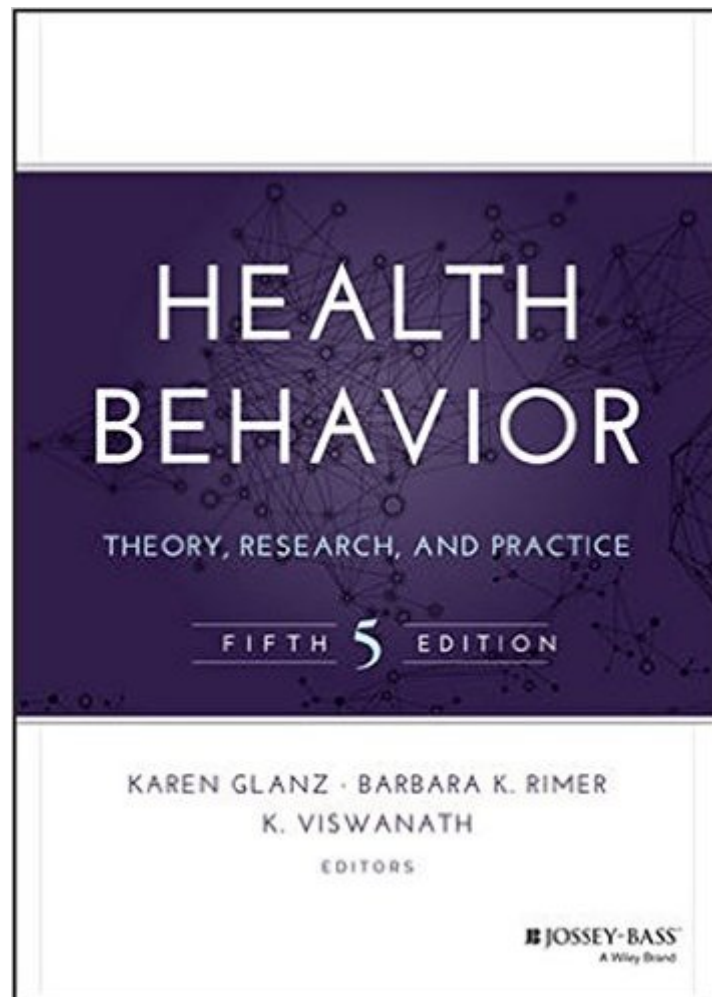


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Health Behavior: Theory, Research, And Practice (Jossey-Bass Public Health)



Synopsis

The essential health behavior text, updated with the latest theories, research, and issues *Health Behavior: Theory, Research and Practice* provides a thorough introduction to understanding and changing health behavior, core tenets of the public health role. Covering theory, applications, and research, this comprehensive book has become the gold standard of health behavior texts. This new fifth edition has been updated to reflect the most recent changes in the public health field with a focus on health behavior, including coverage of the intersection of health and community, culture, and communication, with detailed explanations of both established and emerging theories. Offering perspective applicable at the individual, interpersonal, group, and community levels, this essential guide provides the most complete coverage of the field to give public health students and practitioners an authoritative reference for both the theoretical and practical aspects of health behavior. A deep understanding of human behaviors is essential for effective public health and health care management. This guide provides the most complete, up-to-date information in the field, to give you a real-world understanding and the background knowledge to apply it successfully. Learn how e-health and social media factor into health communication Explore the link between culture and health, and the importance of community Get up to date on emerging theories of health behavior and their applications Examine the push toward evidence-based interventions, and global applications Written and edited by the leading health and social behavior theorists and researchers, *Health Behavior: Theory, Research and Practice* provides the information and real-world perspective that builds a solid understanding of how to analyze and improve health behaviors and health.

Book Information

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Customer Reviews

Bought this textbook for a graduate level class. Very detailed on various topics related to health behavior. Could be written at a different reading level, though. Overall, nice book. Kindle version is easier to read.

Comprehensive coverage of the theories of behavior change, with a social ecological framework. Nicely done. I use it in my graduate course I teach.

It was my textbook, and I bought the kindle version. For me, the kindle version is useful. I'm ipad user, and I can read it in comfortable way.

NO COMMENT

The book was in excellent condition when I received it.

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