



Behavior Theory In Health Promotion Practice And Research

By Bruce Simons-Morton, Kenneth R. McLeroy, Monica L. Wendel

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Grounded in public health practice, this text offers a comprehensive study of the health behavior theories that are the foundation of all health education and promotion programs. Your students will come away with a clear understanding of essential relationships between human behavior and health, as well as the practical application of theory and approaches to health promotion research and practice. Designed for graduates or upper level undergraduates, the book maintains a consistent, single voice and offers many examples throughout.

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