

[E-BOOK] Health Behavior and Health Education: Theory, Research and Practice (Jossey Bass/Aha Press Series)

## Health Behavior and Health Education: Theory, Research and Practice (Jossey Bass/Aha Press Series)

*Karen Glanz, Frances Marcus Lewis, Barbara K. Rimer*  
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This book can help all of us in the field fine-tune the effectiveness of strategies and interventions designed to improve health-related behaviors. This book is definitely on my list as one of the top five 'big picture theoretical framework' resources for the serious public health professional. --American Journal of Health PromotionThe contributors draw from such fields as cognitive and organizational psychology, marketing, and communications to explain the diverse factors affecting health behavior.