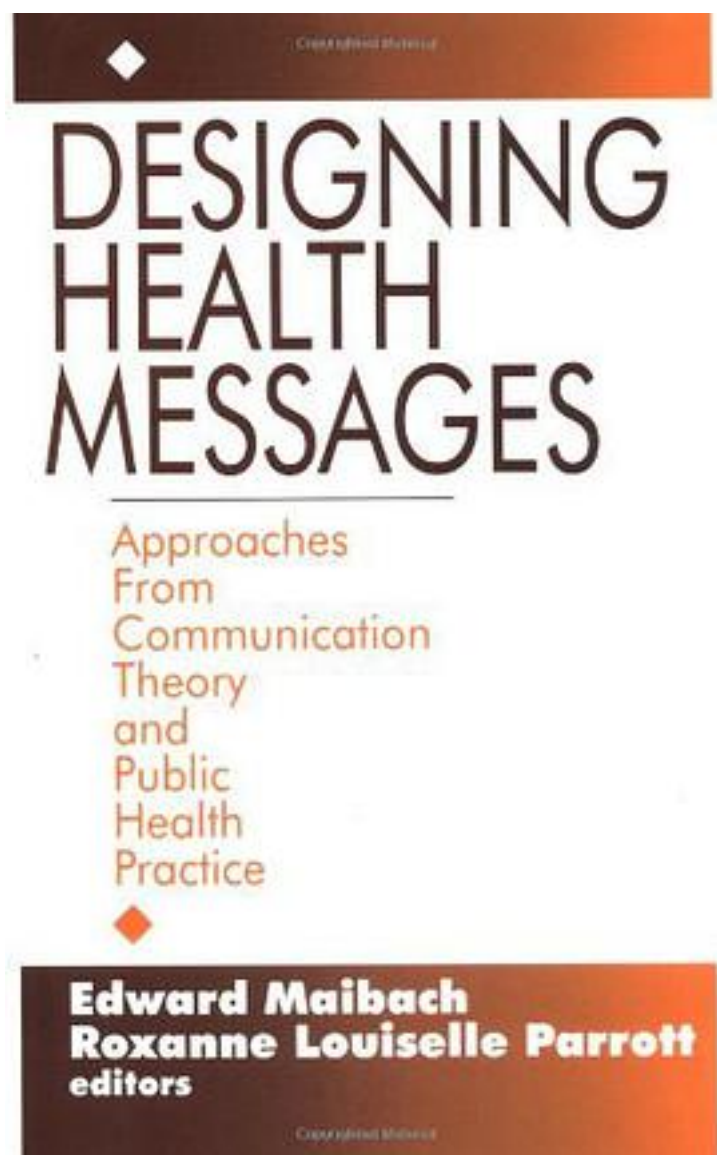


# Designing Health Messages



[Designing Health Messages\\_ 下载链接1](#)

著者:Maibach, Edward/ Parrott, Roxanne Louiselle

出版者:Sage Pubns

出版时间:1995-2

装帧:Pap

isbn:9780803953987

How do you design an effective message for a health campaign? This book explores this question from both practical and theoretical perspectives. The contributors demonstrate the necessity of basing message design decisions on appropriate theories of human behaviour and communication effectiveness by synthesizing and integrating knowledge and insights from theory and research in communication and health behaviour change. This book will be an essential aid to designing messages for use in health communication campaigns.

作者介绍:

目录:

[Designing Health Messages\\_ 下载链接1](#)

标签

评论

-----  
[Designing Health Messages\\_ 下载链接1](#)

书评

-----  
[Designing Health Messages\\_ 下载链接1](#)