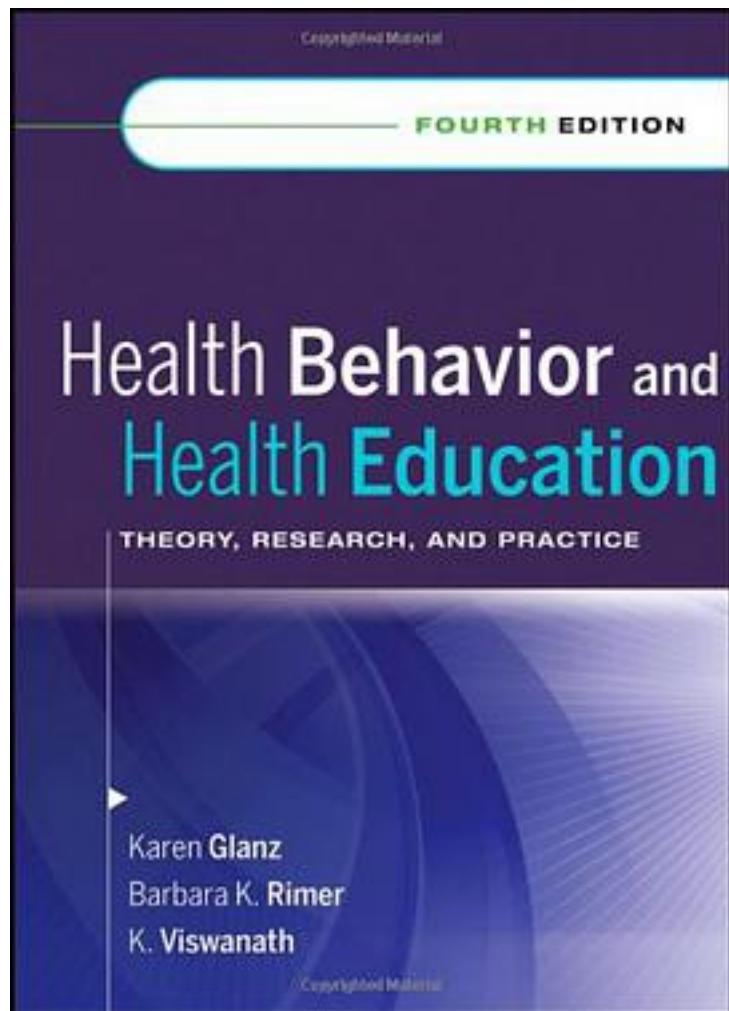


Health Behavior and Health Education



[Health Behavior and Health Education 下载链接1](#)

著者:Glanz, Karen (EDT)/ Rimer, Barbara K. (EDT)/ Viswanath, K. (EDT)/ Orleans, C. Tracy (FRW)

出版者:Jossey-Bass

出版时间:2008-9-2

装帧:Hardcover

isbn:9780787996147

This fourth edition of the classic book, Health Behavior and Health Education: Theory, Research, and Practice provides a comprehensive, highly accessible, and in-depth analysis of health behavior theories that are most relevant to health education. This essential resource includes the most current information on theory, research, and practice at individual, interpersonal, and community and group levels. This edition includes substantial new content on current and emerging theories of health communication, e-health, culturally diverse communities, health promotion, the impact of stress, the importance of networks and community, social marketing, and evaluation.

作者介绍:

目录:

[Health Behavior and Health Education_下载链接1](#)

标签

健康行为

健康传播

传播学

【pdf】

textbook

text

comm

biostatistics

评论

Health Comm的教科书。美国人也用缩印版。

毕业论文参考！一定要看完！

居然有官网：<https://www.med.upenn.edu/hbhe4/index.shtml>

[Health Behavior and Health Education 下载链接1](#)

书评

[Health Behavior and Health Education 下载链接1](#)