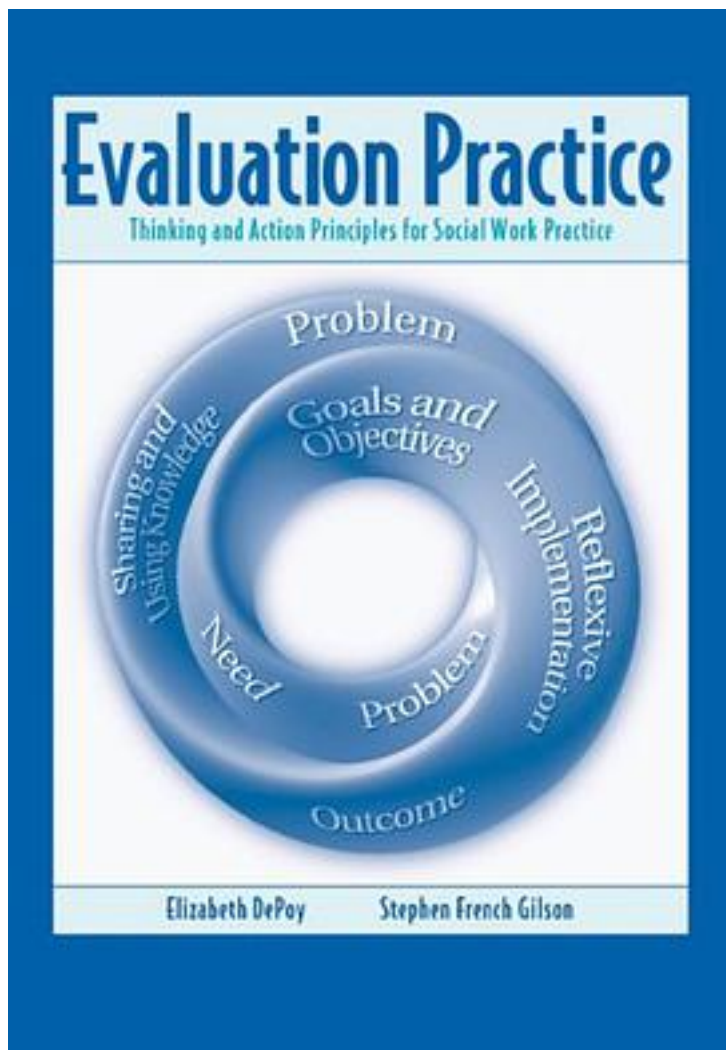


Evaluation Practice



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著者:Depoy, Elizabeth, Ph.D./ Gilson, Stephen

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Professional accountability has become central to both public and private sectors. Governments have emphasized and even developed empirical models, logic modeling, and evidence-based practice in the programs they support, and not-for-profit, for-profit and NGO entities increasingly rely on systematic strategies such as strategic planning, marketing research, outcome measures, and benchmarking to identify needs and determine success. "Evaluation Practice" bridges the apparent gap between practice and research to present a logical, systematic model to guide all professional thinking and action within the context of everyday professional life. Their framework embraces diverse theories, action, and sets of evidence from a range of professional and disciplinary perspectives.

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