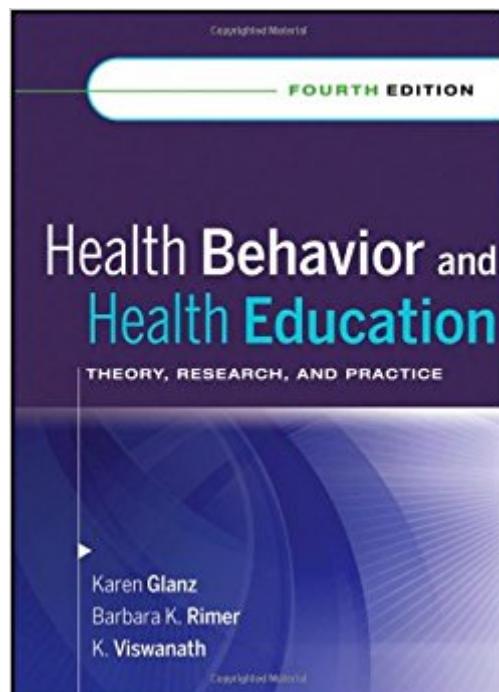


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# Health Behavior And Health Education: Theory, Research, And Practice



## **Synopsis**

Resources for teaching and learning are posted at [tinyurl.com/Glanz4e](http://tinyurl.com/Glanz4e) and [www.med.upenn.edu/hbhe4](http://www.med.upenn.edu/hbhe4). 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.

## **Book Information**

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## **Customer Reviews**

The fourth edition of the landmark book, Health Behavior and Health Education, offers an accessible, comprehensive, in-depth analysis of the health behavior theories and practices that are most relevant to health education. This thoroughly revised edition includes the most current information on theory, research, and practice at individual, interpersonal, and community and group levels. The volume 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. Praise for the Fourth Edition of Health Behavior and Health Education "Once again, the editors and contributors to the

fourth edition of *Health Behavior and Health Education* provide up-to-date, comprehensive coverage of health behavior theories at the individual, interpersonal, and community levels along with meticulous attention to the application of theory for research and practice. This book is an extraordinary resource for students, researchers, practitioners, and policy makers." •Susan J. Curry, Ph.D., dean, College of Public Health, University of Iowa "This unique volume, with its astonishing breadth and depth, richly captures the energy and dynamism that is translating insight into intervention, planning into practice, and analysis into action. Both public health students and practitioners will find the book engaging and useful." •Howard Koh, MD, MPH, Harvey V. Fineberg Professor of the Practice of Public Health and associate dean, Public Health Practice, Department of Health Policy and Management, Harvard School of Public Health "The newest edition of *Health Behavior and Health Education* is a terrific volume linking theory to research and practice in the continuum of health behavior change. It reminds us of the need for theory to help us ask the right questions to move forward efficiently. There are few classic texts in the health behavior arena—and this is one of them." •Michael Stefanek, Ph.D., vice president, Behavioral Research and director, Behavioral Research Center, American Cancer Society

Karen Glanz is professor and director of the Emory Prevention Research Center and Georgia Cancer Coalition Distinguished Research Scholar in the Rollins School of Public Health at Emory University. Barbara K. Rimer is dean and Alumni Distinguished Professor of Health Behavior and Health Education in the School of Public Health at the University of North Carolina at Chapel Hill. K. Viswanath is an associate professor of society, human development, and health in the School of Public Health at Harvard University.

For anyone interested in theories of health behavior, this is the place to start. Some of the most commonly used theories are explained here in detail, and there is even an explanation for why the theories that are in there are included. However, sometimes while reading about the theories you wonder why there are so many words, when many fewer would do. Sometimes you might read a paragraph and think that you would have absorbed the information much better if, instead of that paragraph, you had read two sentences and a diagram. Nonetheless, this is a great book to introduce you to common theories, and a great reference for a junior researcher working on intervention design or literature review.

Loving this book for my Health Behavior Theory class! Easy to read, and extremely interesting for

someone like me who is interested in health education and health promotion.

I was required to purchase this textbook for my intro health promotion class for my public health degree. I still remember this textbook (and the class) 6 years later. I liked this book. It had good examples and provided a solid foundation for a beginner to health promotion.

A difficult read. Chapters need a summary, and more subheadings. The authors are clearly experts but they have not written it for beginners or intermediate level students, who are looking for useful models for research.

I have read about 5 books on behavior psych for my job... working on embedding behavior psych into Avatars used for personal health coaches. This book is great. Easy read actually.

Not the easiest textbook to read. Even at a graduate level, the pretentious vocabulary in the chapters written by the editors is obnoxious. The guest chapters are much more user-friendly.

good information, but WAY TOO wordy. The examples, diagrams and illustrations were the only helpful parts of this book. The book could be more consolidated and to the point.

Great reference for class

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