Public Health

Description: A LANDMARK VOLUME LINKING THEORY TO RESEARCH AND PRACTICE IN THE CONTINUUM OF HEALTH BEHAVIOR

Advancing the science of health behavior through the informed application of health behavior theories, the new Fifth Edition of Health Behavior: Theory, Research, and Practice serves as the definitive text for students, practitioners, and scientists in these areas. This edition responds to new developments in health behavior theories and their application in new settings, to new populations, and in new ways.

This book analyzes the key components of theories of health behavior, describing current applications of these theories and identifying important future directions for research and practice in health behavior change. This new edition discusses changes in the science and practice of public health and health promotion, updating the coverage of these areas in a rapidly evolving field.

Health Behavior: Theory, Research, and Practice, Fifth Edition explores:

- How e–health and social media factor into health communication
- The link between culture and health, and the importance of community
- Emerging theories of health behavior and their applications
- The push toward evidence–based interventions and global applications

Written and edited by leading health and social behavior theorists and researchers, Health Behavior: Theory, Research, and Practice provides real–world perspective with a solid approach for the analysis and improvement of health behaviors and health.

Companion Web site: [external URL]

Additional resources: [external URL]

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