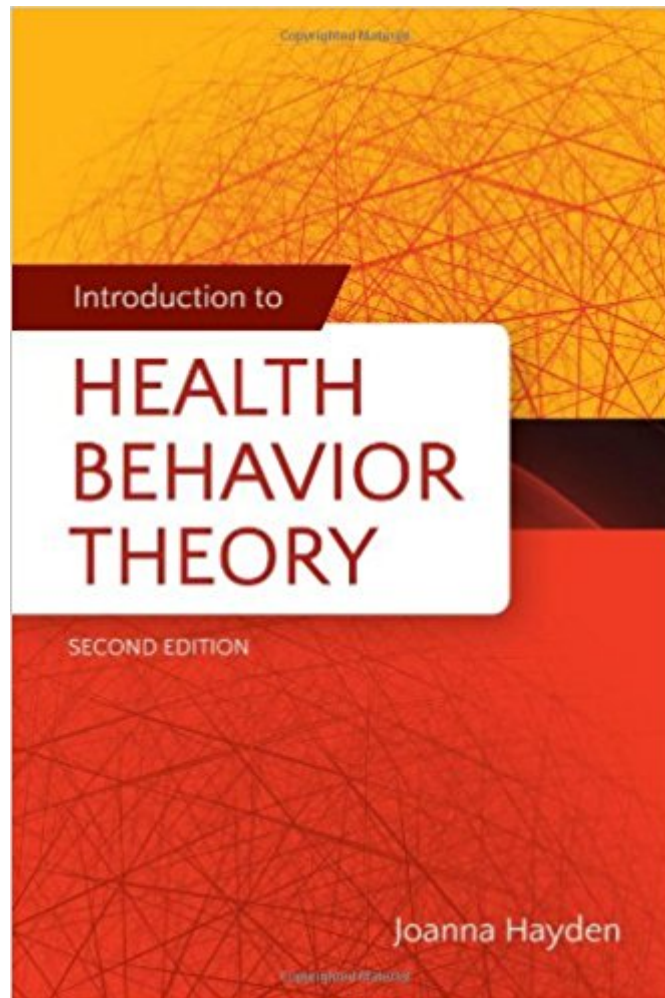




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# Introduction To Health Behavior Theory



## Synopsis

Introduction to Health Behavior Theory, Second Edition is designed to provide students with an easy to understand, interesting, and engaging introduction to the theoretical basis of health education. Written with the undergraduate in mind, the text uses comprehensive and accessible explanations to help students understand what theory is, how theories are developed, and what factors influence health behavior theory. Covering the more frequently used health behavior theories, the author breaks each theory into concepts and constructs to enhance comprehension and encourage students to discover how these theories can be put into practice. New to the Second Edition: • Data, information, and illustrations updated throughout, including the new “My Plate” • A new Theory in Action article and new classroom activities in each theory chapter • New and revised chapters on Social Ecological Models and Social Capital Theory

## Book Information

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## Customer Reviews

The book is ok but not great. It provides a very brief/shallow/general intro to each theory. Then, the bulk of each chapter consists of a reprint of a research journal article of a study someone else did. For example, Chapter 3 focuses on the theory of reasoned action and planned behavior. The author wrote seven very basic pages about the theory, followed by a reprint of a sample article that is 15+ pages. If you want something simple for less, try: Theory at a Glance: A Guide for Health Promotion Practice (since this one is produced by the National Cancer institute, you should

even be able to download it for free online). If you want something more complex, try: *Health Behavior: Theory, Research, and Practice* (Jossey-Bass Public Health).

I was assigned this book for a grad school class. It's a very clear and easy read. Each chapter discusses a different health behavior theory and breaks the material down in a way that is easy to read and understand. Most chapters also include a diagram or two, which I found helpful since I'm a visual learner. Each chapter also includes a journal article or study that applies that particular theory.

Great book for public health majors or other people interested in the field

The book was new and it came just in time. Thank you

Great item as described and fast service.

Book came as described.

Well written

required for school

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