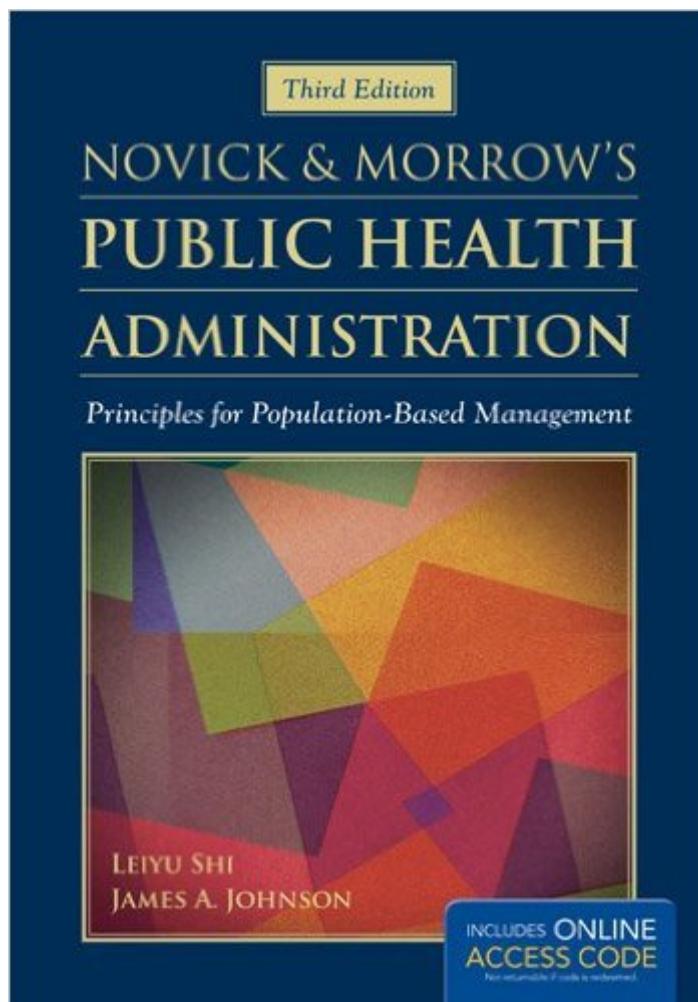


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# Novick & Morrow's Public Health Administration: Principles For Population-Based Management



## Synopsis

Under the direction of new lead editors, Leiyu Shi and James A. Johnson, the new Third Edition of *Public Health Administration: Principles for Population-Based Management* examines the many events, advances, and challenges in the United States and the world since the publication of the prior edition of the book. With contributions from experts in areas ranging from workforce to community-based prevention to emergency preparedness, this timely and thorough revision offers detailed, comprehensive coverage of current, relevant issues for students as well as practicing public health administrators. This edition also addresses new perspectives of evidence-based public health, systems thinking, accountable care organizations, social entrepreneurship, integrated information management, disaster preparedness and response, and social media. New to this Edition:

- New team of seasoned co-editors, Leiyu Shi and James A. Johnson.
- Streamlined chapters with new chapter objectives and discussion questions to enhance the classroom experience for students.
- New chapters on public health policy, social determinants of health, public health systems research, social marketing, social entrepreneurship for public health, and global health.
- New student Navigate Companion Website with interactive learning materials to engage students in learning.

Instructor Resources: Instructor Manual, PowerPoint, Test Bank  
Student Resources: Companion Website

## Book Information

Hardcover: 714 pages

Publisher: Jones & Bartlett Learning; 3 edition (July 26, 2013)

Language: English

ISBN-10: 1449688330

ISBN-13: 978-1449688332

Product Dimensions: 1.8 x 7 x 10 inches

Shipping Weight: 3.4 pounds (View shipping rates and policies)

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## Customer Reviews

This book is a terrible textbook. The material is general and generic, and is mostly common sense

for anyone with the slightest knowledge of public health. For instance, the book is replete with sentences such as "public health is a very important issue" or "there are many challenges facing public health." It lacks structure and organization that would enable the material to flow in a cohesive and logical manner so it basically jumps around from subject to subject without quite making sense. Additionally, I found the writing to be superfluous as the authors take a whole page to explain a "concept" that could be explained in a sentence. An incredible waste of money, and certainly not a good reference book for those of us in public health.

Book has been great so far. Have not really used it yet, but all the pages seem to be intact and preset, no obvious tears, wrinkles, stains or over-marking. Cannot comment on quality of book's content because I haven't really done much chapter reading yet.

the book is fine, but the online code is only to get some info on words and stuff, not to access the book online.

Im a PhD student. Not that great of a book.....extremely expensive. Information can be found on internet. Save your money and google!

I needed it for a class. Some chapters are so boring and too detailed...

Had to buy for school. Not my favorite subject - book was okay.

I think the book offers good information but at the same time is too lengthy for a public health course.

Great book

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