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James C. McDavid, Lisa Wyatt Knowlton

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Program Evaluation and Performance Measurement: An Introduction to Practice, Second Edition

offers an accessible, practical introduction to program evaluation and performance measurement for public and non-profit organizations, and has been extensively updated since the first edition. Using examples, it covers topics in a detailed fashion, making it a useful guide for students as well as practitioners who are participating in program evaluations or constructing and implementing performance measurement systems.

The Logic Model Guidebook offers clear, step-by-step support for creating logic models and the modeling process in a range of contexts. Lisa Wyatt Knowlton and Cynthia C. Phillips describe the structures, processes, and language of logic models as a robust tool to improve the design, development, and implementation of program and organization change efforts. The text is enhanced by numerous visual learning guides (sample models, checklists, exercises, worksheets) and many new case examples.

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