



Evaluation: A Systematic Approach

Peter H. Rossi, Mark W. Lipsey, Howard E. Freeman

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Since Peter H. Rossi, Mark W. Lipsey, and Howard E. Freeman first published **Evaluation: A Systematic Approach**, more than 90,000 readers have considered it the premier text on how to design, implement, and appraise social programs through evaluation. In this, the completely revised **Seventh Edition**, authors Rossi and Lipsey include the latest techniques and approaches to evaluation as well as guidelines to tailor evaluations to fit programs and social contexts.

With decades of hands-on experience conducting evaluations, the authors provide scores of examples to help students understand how evaluators deal with various critical issues. They include a glossary of key terms and concepts, making this the most comprehensive and authoritative evaluation text available.

Thoroughly revised, the **Seventh Edition** now includes

- * Substantially more attention to outcome measurement

- * Lengthy discussions of program theory, including a section about detecting program effects and interpreting their practical significance

- * An augmented and updated discussion of major evaluation designs

- * A detailed exposition of meta-analysis as an approach to the synthesis of evaluation studies

- * Alternative approaches to evaluation

- * Examples of successful evaluations

* Discussions of the political and social contexts of evaluation

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