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About the Author Jim McKenzie was the first to publish a book that combines program planning, implementing, and evaluating all in one place. A Professor at Penn State Hershey and a Professor Emeritus at Ball State University, he is a Master Certified Health Education Specialist (MCHES). He also serves as the Coordinator of the Division Board of Certified Health Education Specialists of the National Commission for Health Education Credentialing. Brad Neiger is the chair of the Health Science Department at Brigham Young University. Brad has also served in the field within the Utah State Department of Health and the National Health Institute. Rosemary Thackeray is an Associate

Professor at Brigham Young University. She has revised the marketing chapter, her area of expertise, as well as the measurement chapter.

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