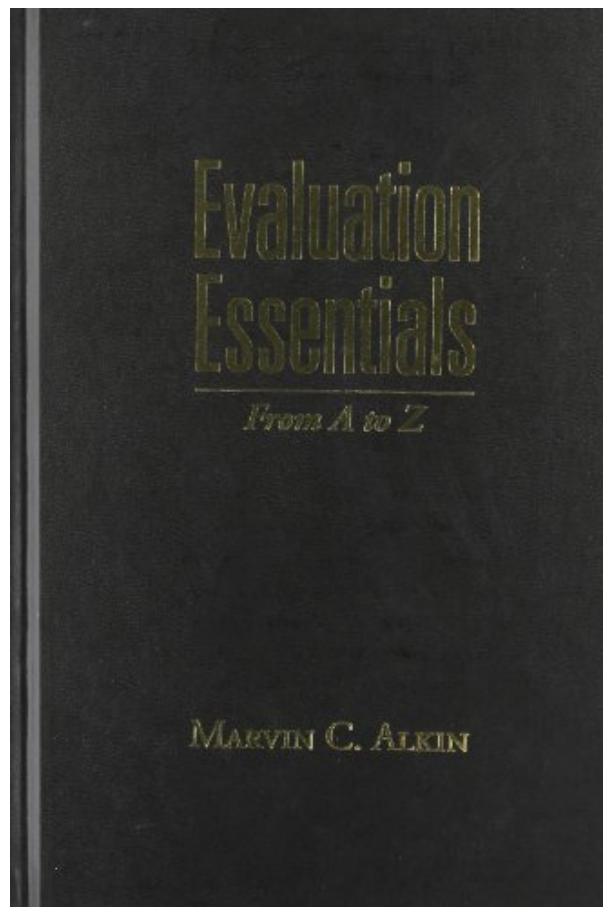
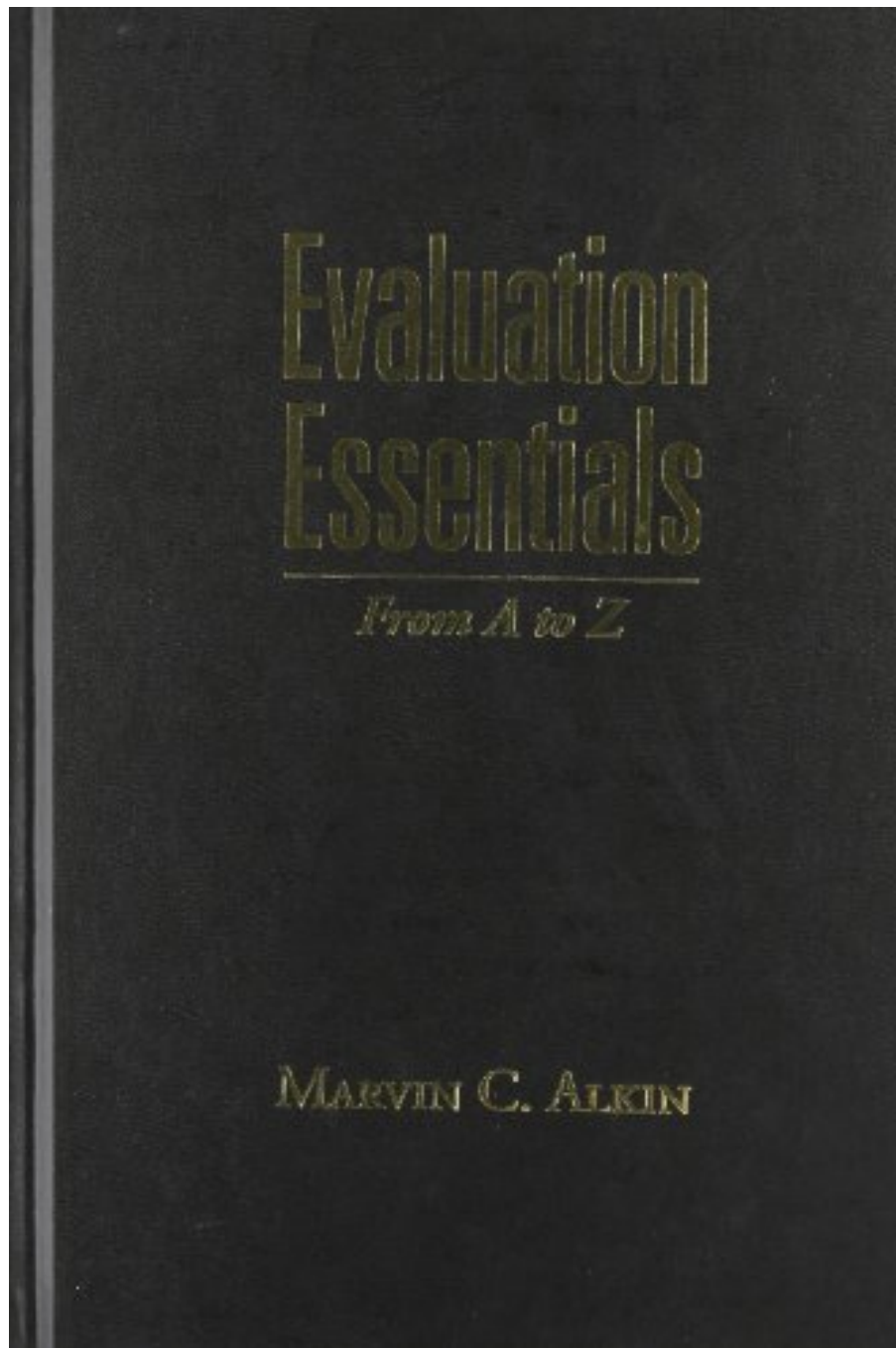


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Written in a refreshing conversational style, this text thoroughly prepares students, program administrators, and new evaluators to conduct evaluations or to use them in their work. The book's question-driven focus and clear discussions about the importance of fostering evaluation use by building collaborative relationships with stakeholders set it apart from other available texts. In 26 concise sections, Marvin C. Alkin explores how to articulate answerable evaluation questions, collect and analyze data using both quantitative and qualitative methods, and deal with contingencies that might alter the traditional sequence of an evaluation. Student-friendly features include handy bulleted recaps of each section, "Thinking Ahead" and "Next Steps" pointers, cautionary notes, annotated suggestions for further reading, and an in-depth case study that provides the basis for end-of-chapter exercises.

- Sales Rank: #12373656 in Books
- Published on: 2010-09-07
- Original language: English
- Number of items: 1
- Dimensions: 8.75" h x 6.00" w x .75" l, .0 pounds
- Binding: Hardcover
- 260 pages

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If you have to read about evaluation, which I do, then this is the book to read. He makes it understandable and even partially convinced me of the importance of the subject.

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a great book. Highly informative

By Tai

The book was very informative. It did however get repetitive with each subsequent chapter. The main problem for me was that the author Marvin Alkin made a few too many assumptions: that we knew more about evaluation than we actually did, and that he didn't have to be descriptive when describing some concepts based on the first reason. Therefore at times it was hard to interpret what he was saying.

Overall, a great book. Highly informative.

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By Monique Whicker

I bought this book for a work project since I am in charge of evaluating programs. It is a really wonderful book. It makes me very excited to be doing evaluation for work and makes me want to study it more. The book is engaging and well written and really explains things in wonderful detail. The extra reading at the end of each chapter is also great. I would recommend this book to anyone needed to do or learn about evaluation.

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