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The most comprehensive text on program evaluation, providing an overview of a wide variety of approaches to evaluation and extensive practical guidelines for how to carry out evaluation studies successfully. This text helps both students and professionals who are new to evaluation to understand how the field has evolved, what different approaches an evaluator can take in conducting evaluations, and how to plan and conduct an evaluation. The text makes extensive use of checklists, examples, and a comprehensive case study. Finally, throughout the book, students are introduced to current trends and controversial issues in evaluation and ways to conduct evaluations in an ethical and professional manner.