DESCRIPTION

Performance Evaluation is a hands-on text for practitioners, researchers, educators, and students in how to use scientifically-based evaluations that are both rigorous and flexible. Author Ingrid Guerra-López, an internationally-known evaluation expert, introduces the foundations of evaluation and presents the most applicable models for the performance improvement field. Her book offers a wide variety of tools and techniques that have proven successful and is organized to illustrate evaluation in the context of continual performance improvement.

ABOUT THE AUTHOR

Ingrid J. Guerra-López, PhD, is an associate professor at Wayne State University, director of the Institute for Learning and Performance Improvement, associate research professor at the Sonora Institute of Technology in Mexico, and principal of Intelligence Gathering Systems.

FEATURES

* Great introduction to program evaluation
* Applies all the major evaluation models to performance improvement

* Covers performance improvement and business process outcomes

* Features key points, key terms, discussion questions

* From a bestselling author of program evaluation titles

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