

Program Evaluation and Performance Measurement: An Introduction to Practice

James C. McDavid, Laura R. L. Hawthorn

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Program Evaluation and Performance Measurement: An Introduction to Practice offers a conceptual, as well as practical, introduction to program evaluation and performance measurement for public and nonprofit organizations. This introductory text discusses topics in a detailed fashion, making it a useful guide for practitioners who are constructing and implementing performance measurement systems as well as for students.



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