



Worksite Health Promotion (Paperback)

By David H Chenoweth

Human Kinetics Publishers, United States, 2011. Paperback. Book Condition: New. 3rd. 236 x 163 mm. Language: English . Brand New Book. In today s difficult economic environment, worksite health promotion programs are becoming increasingly important as employers look for ways to contain health care costs and improve productivity. The newly updated Worksite Health Promotion, Third Edition, presents students and professionals with all of the information they need to create programs that address these issues, improving both the physical health of the employees and the financial health of the organization. Based on Dr. Chenoweth s expertise as a professor and a professional consultant, the text combines theoretical principles and research with practical applications and real-world examples to give readers a comprehensive and immediately useable introduction to the field. The text begins with an overview of worksite health promotion that illustrates the importance of these programs in today s workplace. This is followed by a discussion of the economic forces that make implementing worksite health programs so advantageous for employers. The text s clear presentation of program benefits highlighted in economic-based evaluations will prepare readers to make a case for their own interventions. Worksite Health Promotion, Third Edition, provides a step-by-step approach...



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