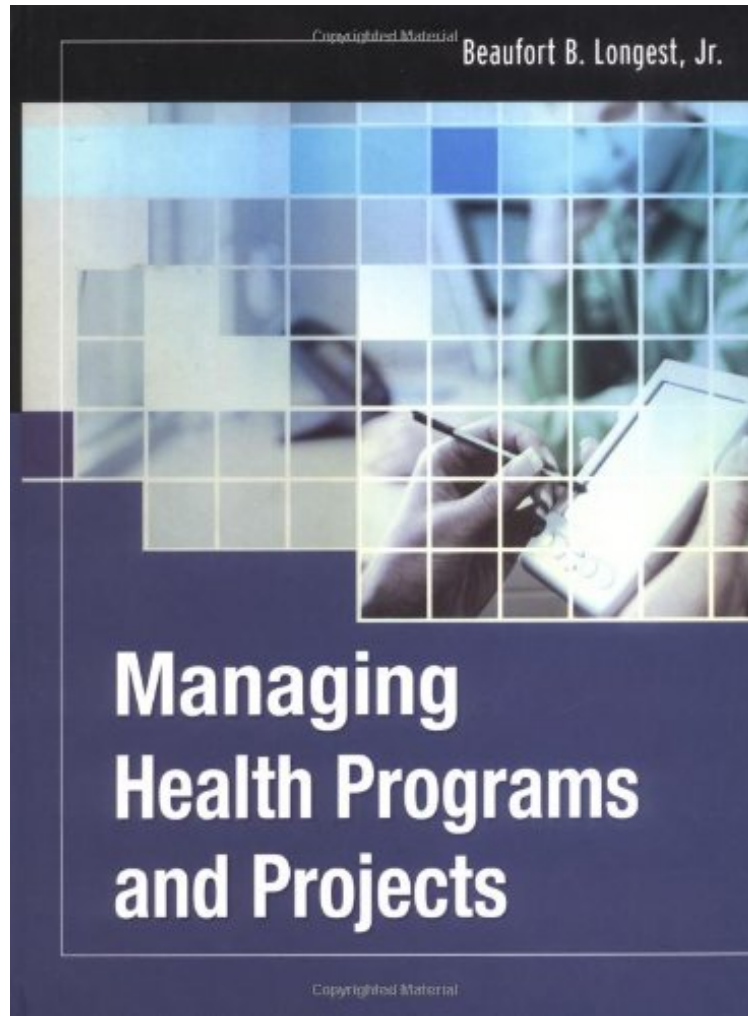


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Managing Health Programs and Projects (Jossey-Bass Public Health)

Beaufort B. Longest Jr.

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Managing Health Programs and Projects fulfills the need for a clear and relevant book covering the most important elements of existing management theories. It provides an excellent overview for those who are either managing, or preparing to manage, health-related programs and projects.--Carolyn E. Crump, research assistant professor, Department of Health Behavior and Health Education, University of North Carolina-Chapel Hill The most innovative and potentially highest value strategic plans and programmatic interventions will amount to little if they are not well executed. *Managing Health Programs and Projects* is an important resource for managers to use to sharpen their competencies in executing strategic and programmatic plans. Longest is very effective in linking the visioning and strategic planning processes with the tactical thinking, stakeholder management and measurement, and control, knowledge, and skills necessary for effective implementation.--Douglas S. Wakefield, professor and head, Department of Health Management and Policy, University of Iowa "I wish I had this book now. As someone who teaches both undergraduate and graduate health education and health administration students, I see applications and uses for both types of students in both subject areas. Longest proposes to take the best and most relevant parts of organization theory and design and meld them into project and program management in health care. He does so splendidly."--Peter Cruise, assistant professor of health services administration, California State University-Chico From the Back Cover This essential resource shows how to effectively organize, implement, and evaluate health programs and projects. *Managing Health Programs and Projects* clearly defines and describes the work of managers in health programs and projects. The book explores the decision-making process, defines the process of communicating, probes the fundamentals of program planning, explains budgeting, covers staffing for programs and projects, and explains how leaders motivate participants in health programs and projects. About the Author Beaufort B. Longest Jr. is M. Allen Pond Professor of Health Policy and Management in the Department of Health Policy and Management in the Graduate School of Public Health at the University of Pittsburgh. He also holds a secondary appointment as professor of business administration in the Katz Graduate School of Business, and is director of the University of Pittsburgh's Health Policy Institute.