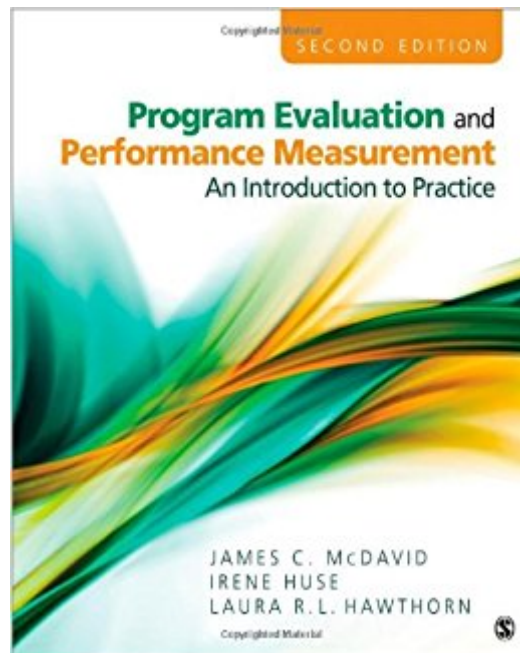


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# Program Evaluation And Performance Measurement: An Introduction To Practice



## Synopsis

Program Evaluation and Performance Measurement: An Introduction to Practice, Second Edition offers an accessible, practical introduction to program evaluation and performance measurement for public and non-profit organizations, and has been extensively updated since the first edition. Using examples, it covers topics in a detailed fashion, making it a useful guide for students as well as practitioners who are participating in program evaluations or constructing and implementing performance measurement systems. Authors James C. McDavid, Irene Huse, and Laura R. L. Hawthorn guide readers through conducting quantitative and qualitative program evaluations, needs assessments, cost-benefit and cost-effectiveness analyses, as well as constructing, implementing and using performance measurement systems. The importance of professional judgment is highlighted throughout the book as an intrinsic feature of evaluation practice.

## Book Information

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## Customer Reviews

Perhaps this book is the toughest slog of any read so far in my grad classes. The authors managed to make even the simplest of ideas challenging to envision in practice. Try this: "Although strategic planning is widely accepted as sound management practice for the achievement of objectives, organization theorists have observed that organizations appear, as well, to pursue behavioral goals, which may or may not coincide with statements enshrining the rational purposes of the organization." Why not simplify as: Sound management uses strategic planning to achieve objectives. But, in some organizations, stated behavioral goals may not align with the expressed

purposes for the organization's existence. I suspect the authors' confusing writing style creates the need for endless repetition. They need to say nearly everything 3 different ways for the reader to understand. I feel fortunate that additional class resources and online resources are much easier to comprehend. The topics of project evaluation and performance are not difficult to understand.

This is without a doubt one of the most poorly written textbooks I've come across in my life. What is supposed to be an introduction to program evaluation is instead a blob of information thrown together, poorly formatted, and nearly impossible to comprehend for someone that's just beginning to learn about these concepts. Definitions of key concepts are basically missing unless you look at the glossary, examples of key concepts are nonexistent and everything just comes across as mambo jumbo. Truly a terrible excuse for a university used textbook.

First of all, this was a scanned e-book without any links. Possibly the limitations of the Kindle file format where it's not like PDF files with bright color, links, and text flow. Second, the material was pointless, overblown, and unnecessary. Would not recommend the book at all.

If you are studying program evaluation and public administration, this text will help explain the different facets of program evaluation and help you along the way if you have to conduct an evaluation.

I am taking the Program Evaluation class and this book has been a great asset in understanding how things should be done and the step by step process. The tables and diagrams are very easy to read and understand.

This is a required text for a college class. The book is sort of a bore and I would not have read it except for the class. I have read better college level books on this subject. Like much of education, this book takes common sense and hides it behind complex sounding words and terms thus making the obvious seem complex.

Very impressed with this book. Yes it's dense, the chapters are long, and sometimes the concepts are complex and challenging. But it's almost always clear, with interesting relevant examples, and fairly lively in its writing - of all the textbooks I've had for my Masters in Public Administration so far, it's one of the best and most useful - I can envision referring to it often in my work.

i purchased this book because i dont have a background in the social sciences and wanted to learn more about program evaluation and logic models..i thought it was very comprehensive and perfect for someone new to these topics.

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