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Altri autori (Persone)	LloydBarbara B <1933-> (Barbara Bloom)
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Nota di contenuto	Cover; Contents; Acknowledgements; A personal perspective: Barbara Lloyd; A personal perspective: Kevin Lucas; Chapter 1 - Health and health promotion: 'Theory', models and approaches; Chapter 2 - Health, disease and illness: the voice of authority; Chapter 3 - Health, social indicators and the quality of life; Chapter 4 - Social capital for all?; Chapter 5 - Reasoned Action? More theory than evidence; Chapter 6 - Risky behaviour? Judging the odds; Chapter 7 - The indivisibility of the individual from society; Chapter 8 - Human perspectives in health promotion; References; Author Index Subject Index
Sommario/riassunto	The authors offer a reappraisal of health promotion activity examining evidence for what actually works & highlighting issues for improving efficacy.