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Titolo	The handbook of global health communication // edited by Rafael Obregon and Silvio Waisbord
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Edizione	[1st ed.]
Descrizione fisica	1 online resource (682 p.)
Collana	Handbooks in communication and media
Altri autori (Persone)	ObregonRafael WaisbordSilvio R <1961-> (Silvio Ricardo)
Disciplina	362.1
Soggetti	Communication in medicine Communication in public health World health
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	pt. 1. Perspectives on communication and global health -- pt. 2. Theoretical perspectives on and approaches to health communication in a global context -- pt. 3. Case studies of applied theory and innovation -- pt. 4. Crosscutting issues -- pt. 5. Conclusions : rethinking the field.
Sommario/riassunto	International in scope, The Handbook of Global Health Communication offers a comprehensive and up-to-date analysis of the role of communication processes in global public health, development and social change Brings together 32 contributions from well-respected scholars and practitioners in the field, addressing a wide range of communication approaches in current global health programs Offers an integrated view that links communication to the strengthening of health services, the involvement of affected communities in shaping

