



Designing and Managing Programs: An Effectiveness-Based Approach (SAGE Sourcebooks for the Human Services)

Peter M. Kettner, Robert M. Moroney, Lawrence L. Martin

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The **Fifth Edition** of the classic **Designing and Managing Programs** for human services helps readers grasp the meaning and significance of measuring performance and evaluating outcomes. Authors Peter M. Kettner, Robert M. Moroney, and Lawrence L. Martin, all leaders in the field, incorporate the principles of effectiveness-based planning as they address the steps of designing, implementing, and evaluating a human services program at the local agency level. Meaningful examples at every stage of the process—from problem analysis and needs assessment to evaluating effectiveness and calculating costs—enhance reader understanding of how concepts are implemented in the real world.

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