



Communication Strategies in Evaluation (New Perspectives on Evaluation)

Nick L. Smith

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These original contributions provide fresh insights into the critical role of communication in successful programme evaluations. The authors draw on their expertise in a variety of fields, including health, criminal justice, housing, community development and education, and on their first-hand experience with alternative communication techniques. They explain how forms of communication and representation affect the nature and usefulness of evaluative findings, and describe a broad range of practical strategies for presenting findings. This innovative collection will be welcomed by evaluators as a source of pragmatic techniques for making concerned clients more receptive to their work.

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