This text offers a comprehensive overview of new approaches to health-related behavior from a self-regulation perspective.

The authors outline the assumptions on which self-regulation theories are based, discuss recent research and draw out the implications for practice with a particular focus on changing health behavior. The book is arranged in two sections – Goal Setting and Goal Activation in Health Behavior and Goal Striving and Goal Persistence. The epilogue compares self-regulation theories with the prevailing social-cognitive models.