

# The Challenges of Behavior Change

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**Per Nilsen** is a Professor of Social Medicine and Public Health at Linköping University, Sweden. An economist by training at Stockholm School of Economics, Sweden, Nilsen was responsible for building a research and educational program on implementation science at Linköping University, including a PhD course which is running annually since 2011.

He takes particular interest in applying concepts and theories from beyond implementation science for improved understanding of the challenges involved in achieving behaviour and practice change. His paper *"Making Sense of Implementation Theories, Models and Frameworks"*, published in *Implementation Science*, has been cited in nearly 5,000 publications.

Nilsen has broad interests and has also authored books on rock artists like Prince, David Bowie and Iggy and the Stooges.

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