

Social Marketing Changing Public Behavior For Good

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Selected Studies on Social Sciences - Enes Emre Başar 2019-01-17

This collection of essays explores educational issues confronting educators and researchers from various disciplines. They are grouped into four sections, with the first, "Business Economics and Management", discussing concepts such as contemporary urban theories, multiculturalism and the informal economy. The second section, "Linguistics and Literature", encompasses topics such as Russian-Chinese bilingualism and training in Russian phraseology for foreigners. The third section, "Education" considers issues such as language teaching and use of learning cycle model and the Socratic Seminar Technique. The fourth section, "History and Geography", looks at history education, historical consciousness, and cultural geography. This book will mainly appeal to educators, researchers, and students involved in social sciences.

Social Marketing - Nancy R. Lee 2015-01-13

Turning Principle into Practice *Social Marketing: Changing Behaviors for Good* is the definitive textbook for the planning and implementation of programs designed to influence social change. No other text is as comprehensive and foundational when it comes to taking key marketing principles and applying them to campaigns and efforts to influence social action. Nancy R. Lee (a preeminent lecturer, consultant, and author in social marketing) and Philip Kotler (an influential individual in the field who coined the term "social marketing" in 1971 with Gerald Zaltman) demonstrate how traditional marketing principles and techniques are successfully applied to campaigns and efforts to improve health, decrease injuries, protect the environment, build communities and enhance financial well-being. The Fifth Edition contains more than 26 new cases highlighting the 10 step planning model, and a new chapter describing major theories, models and frameworks that inform social marketing strategies and inspire social marketers.

The SAGE Handbook of Social Marketing - Gerard Hastings 2011-11-15

For the first time, this benchmark handbook brings together a systematic framework and state-of-the-art thinking to provide complete coverage of the social marketing discipline. It presents a major retrospective and prospective overview of social marketing, helping to define and shape its current and future developments by: - examining the defining elements of social marketing, their intellectual origins, evolution, current status and direction of travel; - discussing how these have been used in practice, emphasising emerging areas and recent innovations; and - setting the agenda for future research and development in the discipline. For academics, this book will fill the gap in comprehensive social marketing literature, while being of interest to policymakers and post-graduate marketing and health studies students alike as it explores the idea that tools used to market fast-moving consumer goods and financial services can also be applied to pressing social problems.

Social Marketing in the 21st Century - Alan R. Andreasen 2006

This text is well-grounded in scholarship, synthesizes a number of streams of thought, and then proposes thought-provoking applications for an existing approach to social and behavioral change through social marketing. It could be used with a number of courses and disciplines. The level of detail, use of various sources and the variety of examples make it appropriate for graduate level studies. It can also serve the social marketing or behavior change practitioner who wishes to enhance or expand his or her field of practice to include "upstream" approaches. - Written by a highly regarded academic in the Social Marketing community. - Encourages Social Marketers to think beyond the "downstream" market of individuals whose behavior they are trying to influence to include the "upstream" market of individuals whose participation is needed to make changes. - Utilizes and synthesizes a number of different strands of scholarship (the evolution of social problems, the science of framing, the process of social change, social marketing history and elements, etc.)

The Routledge Handbook of Tourism and Sustainability - C. Michael Hall 2015-02-11

Routledge Handbook of Tourism and Sustainability from C. Michael Hall, Stefan Gössling, Daniel Scott is one of the winners of the ITB BookAwards 2016 in the category Specialist tourism literature! Sustainability remains one of the major issues in tourism today. Concerns over climate and environmental change, the fallout from the global economic and financial crisis, and the seeming failure to meeting UN Millennium development goals have only reinforced the need for more sustainable approaches to tourism, however they be defined. Given the centrality of sustainability in tourism curricula, policies, research and practice it is therefore appropriate to prepare a state of the art handbook on the relationship between tourism and sustainability. This timely Handbook of Tourism and Sustainability is developed from specifically commissioned original contributions from recognised authors in the field, providing a systematic guide to the current state of knowledge on this area. It is interdisciplinary in coverage and international in scope through its authorship and content. The volume commences with an assessment of tourism's global environmental, e.g. climate, emissions, energy use, biodiversity, water use, land use, and socio-economic effects, e.g. economic impacts, employment and livelihoods, culture. This then provides the context for sections outlining the main theoretical frameworks and constructs that inform tourism and sustainability, management tools and approaches, and the approaches used in different tourism and travel industry sectors. The book concludes by examining emerging and future concerns in tourism and sustainability such as peak-oil, post-carbon tourism, green economy and transition tourism. This is essential reading for students, researches and academics interested in the possibilities of sustainable forms of tourism and tourism's contribution to

sustainable development. Its assessment of tourism's global impact along with its overviews of sectoral and management approaches will provide a benchmark by which the sustainability of tourism will be measured for years to come.

Behavior Change and Public Health in the Developing World - John P. Elder
2000-11-17

Focusing on universal public health issues, this book explores what can be done and what the future holds. It introduces students and practitioners to behavior-change theories and applications. It details experiences of successful programs for the prevention and control of the world's biggest killers: malnutrition; respiratory infections; diarrhea; HIV/AIDS; and health problems arising from tobacco consumption and lack of access to family planning. The book explores health communication and social marketing strategies, learning theory, media advocacy, and community development. These behavior-change strategies are presented in terms of how the theory relates specifically to a particular health or disease issue.

Policymaking for Citizen Behavior Change - Nancy R. Lee 2017-08-07

Social marketing is a discipline unfamiliar to many policymakers, often confused with the more frequently applied and studied fields of social media, behavioral economics, or social change. Social marketing is a growing field and methodology, however, that has been successfully applied to improve public health, prevent injuries, protect the environment, engage communities, and improve financial well-being. Policymaking for Citizen Behavior Change is designed to demonstrate the ways in which social marketing can be an effective and efficient tool to change citizens' behavior, and how to advocate for and support its appropriate application. Providing a 10-Step Planning Model and examining a variety of social marketing cases and tools, including more than 40 success stories, Policymaking for Citizen Behavior Change is core reading for current policymakers, as well as all those studying and practicing social marketing, particularly in the public sector. It's also worthwhile supplementary reading for those studying public policy, public administration, environmental justice, public health, and other programs on how to effect social change.

Social Marketing - Marvin E. Goldberg 2018-07-06

Social Marketing: marketing in the service of societal problems. Does this approach represent dangerous social engineering, or is it the best hope we have to treat what are often regarded as intransigent problems? For both academics and practitioners involved with social marketing, the domain remains in its infancy. Programs and approaches are being developed and implemented by practitioners; academics are defining "what it is," "where it comes from," and "where it is going." This book incorporates many of the presentations made at the "Role of Advertising in Social Marketing" Conference sponsored by the Society for Consumer Psychology. Professionals from academia, government, and non-government organizations address a highly diverse and interesting set of societal concerns ranging from organ donation to violence in sports, from efforts to promote safe sex and family planning to better understand cigarette smokers and their perceptions. Are marketing's "four Ps"--product, price, place, and promotion--enough to help solve these problems, or does social marketing at the end of the 1990s need to call on other Ps, such as political persuasion? This volume thoughtfully addresses theoretical and empirical issues challenging academics and practitioners alike to find out how to borrow the best of marketing for application in social marketing.

Health Behavior - Karen Glanz 2015-07-27

The essential health behavior text, updated with the latest theories, research, and issues Health Behavior: Theory, Research and Practice provides a thorough introduction to understanding and changing health behavior, core tenets of the public health role. Covering theory, applications, and research, this comprehensive book has become the gold standard of health behavior texts. This new fifth edition has been updated to reflect the most recent changes in the public health field with a focus on health behavior, including coverage of the intersection of health and community, culture, and communication, with detailed explanations of both established and emerging theories. Offering perspective applicable at the individual, interpersonal, group, and community levels, this essential guide provides the most complete coverage of the field to give public health students and practitioners an authoritative reference for both the theoretical and practical aspects of health behavior. A deep understanding of human behaviors is essential for effective public health and health care management. This guide provides the most complete, up-to-date information in the field, to give you a real-world understanding and the background knowledge to apply it successfully. Learn how e-health and social media factor into health communication Explore the link between culture and health, and the importance of community Get up to date on emerging theories of health behavior and their applications Examine the push toward evidence-based interventions, and global applications Written and edited by the leading health and social behavior theorists and researchers, Health Behavior: Theory, Research and Practice provides the information and real-world perspective that builds a solid understanding of how to analyze and improve health behaviors and health.

The Behaviour Change Wheel - Susan Michie 2014-05

Designing Interventions' brings together theory-based tools developed in behavioural science to understand and change behaviour to form a step-by-step intervention design manual. This book is for anyone with an interest in changing behaviour regardless of whether they have a background in behavioural science.

The Handbook of Behavior Change - Martin S. Hagger 2020-07-15

Social problems in many domains, including health, education, social relationships, and the workplace, have their origins in human behavior. The documented links between behavior and social problems have compelled governments and organizations to prioritize and mobilize efforts to develop effective, evidence-based means to promote adaptive behavior change. In recognition of this impetus, The Handbook of Behavior Change provides comprehensive coverage of contemporary theory, research, and practice on behavior change. It summarizes current evidence-based approaches to behavior change in chapters authored by leading theorists, researchers, and practitioners from multiple disciplines, including psychology, sociology, behavioral science, economics, philosophy, and implementation science. It is the go-to resource for researchers, students, practitioners, and policy makers looking for current knowledge on behavior change and guidance on how to develop effective interventions to change behavior.

Social Marketing in India - Sameer Deshpande 2014-01-15

This book, an adaptation of Nancy R. Lee and Philip Kotler's highly successful book Social Marketing: Influencing Behaviors for Good, 4th Edition, is structured around the ten-step marketing planning process that trains and encourages those in positions responsible for influencing public behaviors to undertake a systematic and comprehensive approach to behaviour change rather than jumping to the stage of producing just ads or distributing condoms. The book will convince readers when employing social marketing, it takes more than this. The book illustrates the

planning process, importance of research, and related concepts through numerous examples that are of high quality and diverse contexts. It is one of the first books to bring together excellent social marketing thoughts related to the Indian situation at one place. Through these discussions, the book proposes new ways to address old problems related to public health, injury prevention, environment protection, community harmony, and financial well-being. In a nutshell, if you want to learn how to fix India's problems, this book is for you.

Fostering Sustainable Behavior - Doug McKenzie-Mohr 2011-02-01

The highly acclaimed manual for changing everyday habits-now in an all-new third edition! We are consuming resources and polluting our environment at a rate that is outstripping our planet's ability to support us. To create a sustainable future, we must not only change our own actions, we must educate and encourage those around us to change theirs. If one individual recycles his plastic containers, the impact is minimal. But if an entire community recycles, enormous amounts of resources are saved. How then do we go about transforming people's good intentions into action? *Fostering Sustainable Behavior* explains how the field of community-based social marketing has emerged as an effective tool for encouraging positive social change. This completely revised and updated third edition contains a wealth of new research, behavior change tools, and case studies. Learn how to: target unsustainable behaviors, and identify the barriers to change understand various commitment strategies communicate effective messages enhance motivation and invite participation. The strategies introduced in this ground-breaking manual are an invaluable resource for anyone interested in promoting sustainable behavior, including environmental conservation, recycling and waste reduction, water and energy efficiency and alternative transportation.

Social Marketing - Nancy R. Lee 2015-01-14

Turning Principle into Practice *Social Marketing: Changing Behaviors for Good* is the definitive textbook for the planning and implementation of programs designed to influence social change. No other text is as comprehensive and foundational when it comes to taking key marketing principles and applying them to campaigns and efforts to influence social action. Nancy R. Lee (a preeminent lecturer, consultant, and author in social marketing) and Philip Kotler (an influential individual in the field who coined the term "social marketing" in 1971 with Gerald Zaltman) demonstrate how traditional marketing principles and techniques are successfully applied to campaigns and efforts to improve health, decrease injuries, protect the environment, build communities and enhance financial well-being. The Fifth Edition contains more than 26 new cases highlighting the 10 step planning model, and a new chapter describing major theories, models and frameworks that inform social marketing strategies and inspire social marketers.

Social Marketing and Social Change - R. Craig Lefebvre 2013-01-18

How can we facilitate more effective, efficient, equitable and sustainable solutions to the problems that confound our communities and world? Social marketing guru R. Craig Lefebvre weaves together multi-level theories of change, research and case studies to explain and illustrate the development of social marketing to address some of society's most vexing problems. The result is a people-centered approach that relies on insight and empathy as much as on data for the inspiration, design and management of programs that strive for changes for good. This text is ideal for students and professionals in health, nonprofit, business, social services, and other areas. "This is it -- the comprehensive, brainy road map for tackling wicked social problems. It's all right here: how to create and innovate, build and implement, manage and measure, scale up and sustain programs

that go well beyond influencing individual behaviors, all the way to broad social change in a world that needs the help."--Bill Novelli, Professor, McDonough School of Business, Georgetown University, former CEO, AARP and founder, Porter Novelli and the Campaign for Tobacco-Free Kids "I'm unaware of a more substantive treatise on social marketing and social change. Theoretically based; pedagogically focused; transdisciplinary; innovative; and action oriented: this book is right for our time, our purpose, and our future thinking and action."--Robert Gold, MS, PhD, Professor of Public Health and Former Dean of the School of Public Health at the University of Maryland, College Park "This book -- like its author -- is innovative and forward-looking, yet also well-grounded in the full range of important social marketing fundamentals."--Edward Maibach, MPH, PhD, University Professor and Director, Center for Climate Change Communication, George Mason University

Social Entrepreneurship - Constant Beugré 2016-11-03

Social entrepreneurship differs from traditional forms of entrepreneurship in that the primary goal of the social venture is to address social problems and needs that are as yet unmet. The driving force of such ventures is social value creation. This new textbook aims to provide a comprehensive, cutting edge resource for students, introducing them to the unique concerns and challenges that face social ventures through a comparison with the principles of traditional entrepreneurship. The book consists of fourteen chapters covering all aspects of venture creation and management--from writing a business plan, to financing, people management, marketing, and social impact measurement. *Social Entrepreneurship* uses real-life examples and sources to expose students to contemporary developments in the field, encouraging them to think critically about the issues faced by social ventures across the globe, and experiential exercises and assignments are included to provide students with hands-on experience in creating and managing their own social ventures. Also containing review and application questions, illustrative cases, definitions of key terms, and a comprehensive companion website, *Social Entrepreneurship* is the essential guide to this rapidly emerging field. Visit the companion website at www.routledge.com/cw/beugre to find: For Instructors PowerPoint slides Instructor's manual Multiple-choice questions For Students Extra illustrative cases Web links Links to video

Community and Public Health Education Methods - Bensley 2017-12-22

Updated and revised to keep pace with changes in the field, the fourth edition of *Community Health Education Methods: A Practical Guide* teaches students to effectively communicate health education messages and positively influence the norms and behaviors of both individuals and communities. This text explores the methods used by health educators, including didactic techniques designed to guide others toward the pursuit of a healthy lifestyle.

Policymaking for Citizen Behavior Change - Nancy R. Lee 2017-08-08

Policymaking for Citizen Behavior Change is designed to demonstrate the ways in which social marketing can be an effective and efficient tool to change citizens' behavior, and how to advocate for and support its appropriate application. Examining a variety of social marketing cases and tools, including more than 40 success stories, this text is core reading for current policymakers, as well as all those studying and practicing social marketing, particularly in the public sector. It's also worthwhile supplementary reading for those studying public policy, public administration, environmental justice, public health, and other programs on how to effect social change.

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Hands-On Social Marketing - Nedra Kline Weinreich 2010-10-12

This book shows students and practitioners how to develop social marketing programs through a simple, six-step process of strategic planning and design. Nedra Kline Weinreich starts by introducing the concept of social marketing and then walks the reader through each of the six steps of the process: analysis, strategy development, program and communication design, pretesting, implementation, and evaluation and feedback. The Second Edition incorporates developments in marketing practice over the last 10 years and focuses on how to apply the design approach to campaigns to effect behavior change. All organizations can do social marketing, Weinreich insists, if they follow the steps and start to think from a social marketing perspective.

Social Marketing to Protect the Environment - Doug McKenzie-Mohr 2011-05-11

Social marketing takes key marketing principles and applies them to campaigns and efforts to influence social action. In *Social Marketing to Protect the Environment*, the focus turns to the environment, and how social marketing can be successful to change environmental behaviour. The text begins with a definition of the Social Marketing Model and includes a discussion of various tools that can be used to develop social marketing strategies. It then moves into sections on Residential-Related Behaviours and Commercial-Related Behaviours. These sections follow a consistent format and: - Describe a variety of environmental issues - Give examples of the numerous changes in behaviours and/or practices that would contribute to reducing the problem - Provide mini-cases that illustrate the successful use of social marketing principles along with tools to influence this behaviour in similar situations - Review what worked and what could have been improved. A final section provides future directions and recommendations.

Theory at a Glance - Karen Glanz 1997

SOCIAL MARKETING - Philip Kotler 1989-10-30

Outlines hows groups devoted to social change can effectively utilize their resources to maximize results, providing a marketing framework for social campaigning and targeting consumer groups.

Using Social Marketing for Public Emergency Preparedness - Nancy Meyer-Emerick 2015-08-11

Less than half of the public in the U.S. have taken the three steps to prepare for emergencies that are recommended by FEMA and the Red Cross: having a 3-day emergency kit, a family communication plan, and knowing where to get information during an emergency. Although emergency managers attempt to train the public, often they are only able to distribute brochures and make public notifications. For a variety of reasons, the public frequently ignores this guidance, leaving people more vulnerable during emergencies. This book applies the process of social marketing, which has been used widely in public health and other disciplines, to the lack of public preparedness. Written for emergency managers in government and non-profit agencies, students, and volunteers, the book provides enough background and resources to enable the user to carry out an effective emergency preparedness campaign in their community and maintain it over time. Unlike preparing one message for everyone, social marketing involves working with smaller communities to identify what and how people want to learn, training them, and then maintaining that relationship to insure their preparedness. Because most emergency management agencies lack resources to take on such an initiative, the book provides readers with low cost methods to begin a social marketing program.

The Handbook of Applied Communication Research - H. Dan O'Hair 2020-04-24

An authoritative survey of different contexts, methodologies, and theories of applied communication The field of Applied Communication Research (ACR) has made substantial progress over the past five decades in studying communication problems, and in making contributions to help solve them. Changes in society, human relationships, climate and the environment, and digital media have presented myriad contexts in which to apply communication theory. The Handbook of Applied Communication Research addresses a wide array of contemporary communication issues, their research implications in various contexts, and the challenges and opportunities for using communication to manage problems. This innovative work brings together the diverse perspectives of a team of notable international scholars from across disciplines. The Handbook of Applied Communication Research includes discussion and analysis spread across two comprehensive volumes. Volume one introduces ACR, explores what is possible in the field, and examines theoretical perspectives, organizational communication, risk and crisis communication, and media, data, design, and technology. The second volume focuses on real-world communication topics such as health and education communication, legal, ethical, and policy issues, and volunteerism, social justice, and communication activism. Each chapter addresses a specific issue or concern, and discusses the choices faced by participants in the communication process. This important contribution to communication research: Explores how various communication contexts are best approached Addresses balancing scientific findings with social and cultural issues Discusses how and to what extent media can mitigate the effects of adverse events Features original findings from ongoing research programs and original communication models and frameworks Presents the best available research and insights on where current research and best practices should move in the future A major addition to the body of knowledge in the field, The Handbook of Applied Communication Research is an invaluable work for advanced

undergraduate students, graduate students, and scholars.

Social Marketing for Public Health - Hong Cheng 2011

Social Marketing for Public Health: Global Trends and Success Stories explores how traditional marketing principles and techniques are being used to increase the effectiveness of public health programs-around the world. While addressing the global issues and trends in social marketing, the book highlights successful health behavior change campaigns launched by governments, by a combination of governments, NGOs, and businesses, or by citizens themselves in 15 countries of five continents. Each chapter examines a unique, current success story, ranging from anti-smoking campaigns to HIV-AIDS prev

Corporate Social Responsibility - Philip Kotler 2011-03-31

Today, corporations are expected to give something back to their communities in the form of charitable projects. In Corporate Social Responsibility, Philip Kotler, one of the world's foremost voices on business and marketing, and coauthor Nancy Lee explain why charity is both good P.R. and good for business. They show business leaders how to choose social causes, design charity initiatives, gain employee support, and evaluate their efforts. They also provide all the best practices and cutting-edge ideas that leaders need to maximize their contributions to social causes and do the most good. With personal stories from twenty-five business leaders from socially responsible companies, this is the bible for today's good corporate citizen.

Public Health Communication - Robert Hornik 2002-01-01

This volume argues the case that public health communication has affected health behavior. It brings together 16 studies of large-scale communication in a variety of substantive health areas--tobacco, drugs, AIDS, family planning, heart disease, childhood disease, highway safety--prepared by the authors who did the original research. These studies show important effects and illustrate the central conditions for success. The book also includes complementary analytic chapters which provide a meta-analysis of published results, some approaches to developing communication interventions, and alternative methods for evaluation of public health communication projects. Including studies based on communication programs in the United States, as well as projects done elsewhere in the world, including Europe, Africa, Asia and Latin America, this book: *offers a broad presentation of the alternative research designs that have been used to evaluate public health communication programs; *includes a great range of approaches from field experiments and natural experiments to simple before-after and complex time series designs, using data gathered from individuals and from archives; and *utilizes an innovative perspective on how to exercise public health communication from a leading and thoughtful practitioner. As such, it is required reading for scholars, students, practitioners, and policymakers in public health, health communication, health psychology, and related areas.

Marketing Social Change - Alan R. Andreasen 1995-10-06

This important book offers a revolutionary approach to solving a range of social problems--drug use, smoking, unsafe sex, and overpopulation--by applying marketing techniques and concepts to change behavior. For example, it shows that at-risk teenagers are consumers who decide whether or not to "buy" safe sex practices. This successful approach is based on Alan R. Andreasen's more than twenty years of experience in consulting, teaching, and research with social marketing programs around the world. Andreasen shows that effective social change starts with a thorough understanding of the needs, wants, and perceptions of the target consumer--who has ultimate control over the outcomes. The book offers a detailed

explanation of how to design a step-by-step program that will move the customer from ignorance and indifference to action and ultimately maintenance of that action. Marketing Social Change offers a wealth of information for developing an effective social marketing plan.

Social Marketing in Action - Debra Z. Basil 2019-05-24

This textbook provides students with real-world social marketing case studies from different countries and regions around the world, taking learners from classroom theory to practice. The primary objective is to clearly portray to students distinct, identifiable steps that are essential for successful social marketing campaigns. Core social marketing practices are applied to each case to help students master social marketing principles and apply them to their own real world social marketing activities in order to affect positive social change. This textbook first provides the tools necessary to understand the effective application of social marketing, and then offers 24 case studies exemplifying effective social marketing efforts from all around the world. Specifically, Part I clearly and concisely explains the principles of social marketing in five chapters: • Upstream vs. downstream social marketing, SWOT, competition • Fundamentals of social marketing, ethics • Formative and Evaluative Research • Theories applied in social marketing • A historical perspective on social marketing Part II features 24 social marketing case studies that demonstrate the application of social marketing principles. All 24 cases follow a consistent structure that includes: • Background • Positioning • SWOT • Research • Objectives • The 4 P's • Target audience • Evaluation • Barriers and benefits • Discussion • Competition This format allows for students and professors to easily and effectively select individual cases and compare between cases. This textbook also allows instructors to encourage critical thinking by having students compare and contrast not only the cases themselves, but the applications used. In addition, teaching guides with answers to discussion questions, suggestions for activities inside and outside of the classroom and further readings are available to assist professors in teaching from this book.

Social Marketing and Behaviour Change - Linda Brennan 2014-12-31

This book provides a concise overview of the behaviour change models that are relevant to social marketing in order to assist academics and practitioners in social marketing program development. The book features a review and analysis of the most valid

Strategic Social Marketing - Jeff French 2015-01-31

This book is not available as a print inspection copy. To download an e-version click here or for more information contact your local sales representative. 'For anyone interested in great social marketing practice in the 21st century, and how it needs to adapt as our understanding of behaviour change evolves, this publication is chock full of good practice and smart strategy.' Dan Metcalfe, Deputy Director - Marketing, Public Health England, UK Strategic Social Marketing takes a systemic approach to explaining and illustrating the added value of applying marketing to solve social problems. The authors present social marketing principles in a strategic, critical and reflexive way to help engender social good via the effectiveness and efficiency of social programmes in areas such as Health, Environment, Governance and Public Policy. In illustrating how it can be applied, the text places Strategic Social Marketing in a global context, giving examples and case studies from around the world. Set into a clear structure it: Takes you through an exploration of why marketing should be an integral component of all social programme design and delivery when looking to achieve social good Moves on

to the nature and application of social marketing, rethinking traditional concepts such as 'value' and 'exchange' in the social context Lays out the 'how to' so you can create fully realised strategy, plans, frameworks and tactics to influence behaviours. Visit the Strategic Social Marketing Website - Featuring free resources for marketing students and lecturers.

Public Health Branding - W Douglas Evans 2008-09-11

In recent years, public health marketing and mass media campaigns have begun using public health branding strategies to change health behaviour. This book argues for the importance of public health branding as a critical strategy in changing population behaviours, allowing lasting health outcome benefits.

Behavior Change and Public Health in the Developing World - John P. Elder 2001

Focusing on universal public health issues, this book introduces students and practitioners to behaviour change theories and applications. It details experiences of successful programmes for the prevention and control of the world's biggest killers and explores health communication and social marketing strategies, learning theory, media advocacy and community development.

Social Marketing - Philip Kotler 2008

A systematic guide for the planning and implementation of programs designed to bring about social change Social Marketing, Third Edition, is a valuable resource that uses concepts from commercial marketing to influence social action. It provides a solid foundation of fundamental marketing principles and techniques then expands on them to illustrate principles and techniques specific to practitioners and agencies with missions to enhance public health, prevent injuries, protect the environment, and motivate community involvement. New to the Third Edition *Features many updated cases and includes current marketing and research highlights *Increases focus on international cases and examples *Provides updated theory and principles throughout Intended Audience: Recognized as the definitive textbook on Social Marketing for students majoring in public health, public administration, public affairs, environmental studies, and business, this book also serves as an ongoing reference and resource for practitioners.

Social Marketing - Nancy R. Lee 2019-01-17

Successful social marketing holds the power to change the world. For almost two decades, Social Marketing: Behavior Change for Social Good has been the definitive guide for designing and implementing memorable social marketing campaigns. Bestselling authors Nancy R. Lee and Philip Kotler present a proven 10 Step Strategic Social Marketing Planning Model and guides students and practitioners through each stage of the process. The new Sixth Edition is packed with more than 25 new cases and dozens of new examples related to today's most pressing social problems including the opioid epidemic, climate change, youth suicide, and more. The new edition also includes significantly expanded coverage of social media. Whether your students are on a mission to improve public health, protect the environment, or galvanize their community, they will find Social Marketing an invaluable resource.

Social Marketing - Nancy R. Lee 2011-10-20

The Fourth Edition of Social Marketing is the definitive textbook for the planning and implementation of programs designed to bring about social change. No other text is as comprehensive and foundational when it comes to taking key marketing principles and applying them to campaigns and efforts to influence social action. It provides a solid foundation of fundamental marketing principles and techniques, and then expands them to illustrate techniques specific to practitioners and agencies with missions to enhance public health, prevent injuries, protect the environment, and motivate community involvement. This book is coauthored by arguably the most influential individual in the field of marketing, Philip Kotler, who coined the term "social marketing" in 1971 (with Gerald Zaltman) and Nancy R. Lee, a preeminent lecturer, consultant, and author in social marketing. Key Features: - Presents an introductory case for each chapter, and a concluding case for a majority of chapters to demonstrate for students why and how social marketing works. - Enhances understanding with chapter summaries of key points and questions for discussion. - Provides a step-by-step guide to developing a marketing plan, with chapters presented sequentially to support planning development and the inclusion of worksheets in the appendix; - It incorporates contributions from a range of internationally known social marketers who provide real cases to set the stage for each chapter. Past contributors have included individuals from the CDC, National Centre for Social Marketing, AARP, the Office of National Drug Control Policy, and others.

Knowledge Solutions - Olivier Serrat 2017-05-22

This book is open access under a CC BY-NC 3.0 IGO license. This book comprehensively covers topics in knowledge management and competence in strategy development, management techniques, collaboration mechanisms, knowledge sharing and learning, as well as knowledge capture and storage. Presented in accessible "chunks," it includes more than 120 topics that are essential to high-performance organizations. The extensive use of quotes by respected experts juxtaposed with relevant research to counterpoint or lend weight to key concepts; "cheat sheets" that simplify access and reference to individual articles; as well as the grouping of many of these topics under recurrent themes make this book unique. In addition, it provides scalable tried-and-tested tools, method and approaches for improved organizational effectiveness. The research included is particularly useful to knowledge workers engaged in executive leadership; research, analysis and advice; and corporate management and administration. It is a valuable resource for those working in the public, private and third sectors, both in industrialized and developing countries.

Social Marketing and Public Health - Jeff French 2017

The last ten years have seen tremendous advances in the theoretical and practice base of social marketing globally. This book provides up to date thinking on social marketing theory and practice, introducing new conceptual models and approaches to influencing behaviour to promote health and prevent disease.

Social Marketing - Richard K. Manoff 1985