



Social Marketing: Influencing Behaviors for Good

Philip Kotler, Nancy R. Lee

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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.

Contributors

Alan Andreasen Georgetown University, Foreword

Carol Bryant University of South Florida, “VERBÔ Summer Scorecard”

Carol Cone Cone LLC, “Go Red for Women”

Robert Denniston Office of National Drug Control Policy, “Above the Influence: A National Youth Anti-Drug Media Campaign”

Rob Donovan Curtin University, Western Australia, “Freedom From Fear: Targeting Male Perpetrators of Intimate Partner Violence”

Sue Eastgard Youth Suicide Prevention Center, “Youth Suicide Prevention”

Jeff French National Social Marketing Centre, “Marketing Social Marketing in England”

Gerard Hastings Institute for Social Marketing, University of Stirling, UK, “A Fat Chance Pays Off”

Steven Honeyman Population Services International, “Social Franchising of Family Planning Service Delivery: A Rising Sun in Nepal.”

Francois Lagarde Social Marketing Consultant, “E-Health Network in Canton Switzerland”

Jim Lindenberger University of South Florida, “USDA Food Stamp Media Campaign”

Lynne D. Lotenberg Social Marketing Consultant, “Using Storytelling to Deliver Health Messages in Rwanda”

Doug McKenzie-Mohr Environmental Psychologist, “Turn It Off: Canada’s Anti-Idling Campaign”

Patricia McLaughlin American Legacy Foundation, "truth@ Campaign"

Jim Mintz Centre of Excellence for Public Sector Marketing, “Is Your Family Prepared?”, Public Safety Canada

Gregory R. Niblett AED, “Jordan Water Efficiency Program”

Bill Novelli AARP, “Don’t Vote: Until You Know Where the Candidate Stands”

Michael Rothschild University of Wisconsin, “Road Crew: Reducing Alcohol Impaired Driving”

Beverly Schwartz Ashoka, “USDA Food Stamp Media Campaign”

William A. Smith AED, “Save the crabs. Then eat ‘em.”

Shelly Spoeth Centers for Disease Control and Prevention, “African-American Women HIV Testing Campaign”

K. Vijaya Health Promotion Board, Singapore, “Recognition & Rewards Program for Healthier Eating Establishments”

Pete Webb Pacific Consulting Group, “Improving Service Delivery at the IRS.”

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