

Read Online Social Marketing
Changing Behaviors For Good
Surfeit

Social Marketing Changing Behaviors For Good Surfeit

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book comprehensively covers topics in knowledge management and competence in strategy development, management techniques, collaboration mechanisms, knowledge sharing and learning, as well as knowledge

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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

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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

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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,

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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.

This textbook provides students

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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,

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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

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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

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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

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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

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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

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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

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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

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are available to assist professors in teaching from this book.

This is the definitive textbook for the planning and implementation of programs designed to bring about social change. The authors take key marketing principles and show

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readers how to apply them to campaigns and efforts to improve health, decrease injuries, protect the environment, build communities, and enhance financial well-being. Social marketing has grown in its sophistication and

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application to a wider array of social problems, and the Fourth Edition captures the momentum and excitement of this burgeoning field. Rev. ed. of: Obesity prevention and public health / edited by David Crawford and Robert W. Jeffery.

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2005.

An Introduction to Community-
Based Social Marketing
Social Marketing in the 21st
Century
Social Marketing Lite
Up and Out of Poverty

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SOCIAL MARKETING

Creating Value Through All

Customer Touchpoints

Obesity Epidemiology

Social Marketing: marketing in the service of societal problems. Does this approach represent dangerous

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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

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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

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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

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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

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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

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find out how to borrow the best of marketing for application in social marketing.

*Turning Principle into Practice
Social Marketing: Changing
Behaviors for Good is the definitive
textbook for the planning and*

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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

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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)

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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.

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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.

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***Winner of the TAA 2017 Textbook Excellence Award** “Social Media Marketing deserves special kudos for its courage in tackling the new frontier of social media marketing. This textbook challenges its readers to grapple with the*

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daunting task of understanding rapidly evolving social media and its users."—TAA Judges Panel
Social Media Marketing was the first textbook to cover this vital subject. It shows how social media fits into and complements the

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marketer's toolbox. The book melds essential theory with practical application as it covers core skills such as strategic planning for social media applications, incorporating these platforms into the brand's

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marketing communications executions, and harnessing social media data to yield customer insights. The authors outline the "Four Zones" of social media that marketers can use to achieve their strategic objectives. These include:

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1. Community (e.g. Instagram) 2. Publishing (e.g. Tumblr) 3. Entertainment (e.g. Candy Crush Saga) 4. Commerce (e.g. Groupon)
This Second Edition contains new examples, industry developments and academic research to help

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students remain current in their marketing studies, as well as a new and improved user-friendly layout to make the text easy to navigate. The textbook also provides a free companion website that offers valuable additional resources for

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*both instructors and students. Visit:
study.sagepub.com/smm. Readers
of the book are also invited to join
the authors and others online by
using the hashtag: #smm*

*This book, an adaptation of Nancy
R. Lee and Philip Kotler's highly*

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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

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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.

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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

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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,

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and financial well-being. In a nutshell, if you want to learn how to fix India's problems, this book is for you.

*A Practical Resource for Social
Change Professionals
Evidence for Behavior Change*

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*Social Marketing and Social
Change*

Behavior Change for Social Good

*Selected Issues in Global Health
Communications*

What Works

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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

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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

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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

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start to think from a social marketing perspective.

This fully updated edition combines the latest research with real-life examples of social marketing campaigns the world over to help you learn how to apply the

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principles and methods of marketing to a broad range of social issues. The international case studies and applications show how social marketing campaigns are being used across the world to influence changes in behaviour,

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and reveal how those campaigns may differ according to their cultural context and subject matter. Every chapter is fully illustrated with real-life examples, including campaigns that deal with racism, the environment and mental health.

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The book also shows how social marketing influences governments, corporations and NGOs, as well as individual behaviour. The author team combine research and teaching knowledge with hands-on experience of developing and

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implementing public health, social welfare and injury prevention campaigns to give you the theory and practice of social marketing. The last ten years have seen tremendous advances in the theory and practice base of social

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marketing globally. Social Marketing and Public Health provides up-to-date thinking on these developments. It introduces new conceptual models and approaches to influence behaviour that promotes health and prevents

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disease. This new edition moves the book's focus to a globally-relevant approach to the application and evaluation of social marketing, and includes a range of international case studies. In addition to coverage of key

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concepts and techniques in social marketing, this book contains chapters on areas such as social marketing on a small budget, ethical issues, and incorporating digital and social media platforms into social marketing strategies.

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This is a practical 'how to' guide for those interested in understanding and applying social marketing principles to their public health practice and strategies. It sets out a compelling case for a more citizen-, patient-, or client-focused approach

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to promoting health and preventing disease. Empowering citizens by understanding their needs and working together to create healthy communities is the core of good social marketing practice - this is both reflected and promoted in this

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book. Written by international experts in the field, this book is a useful guide for public health specialist planners and policy makers, social marketing organisations and professionals, and students and academics in

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these fields.

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,

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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

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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

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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

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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

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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

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scholars, students, practitioners,
and policymakers in public health,
health communication, health
psychology, and related areas.
Social Marketing to Protect the
Environment
A Step-by-Step Guide to Designing

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Change for Good

Models, Theory and Applications

Would You Do That to Your

Mother?

Policymaking for Citizen Behavior

Change

Behavior Change for Good

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Social Marketing Research for
Global Public Health

*Social marketing is being adopted
by a growing number of
government and nonprofit
organizations around the world
because of its power to bring*

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about important social changes. An array of commercial marketing concepts and techniques has been applied to problems ranging from child abuse to teen smoking to environmental neglect. However, in crafting these programs,

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agencies face complex ethical challenges. For example, is it acceptable to exaggerate risk and heighten fear if doing so saves more lives? What if improving the lives of one group has negative effects on another? How does a

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marketing campaign respect a group's culture while calling for fundamental change within it? In Ethics in Social Marketing, ten contributors draw on their professional experience and the literature of ethics to set forth a

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range of problems and offer frameworks for their resolution. They introduce philosophical rules and practical models to guide decision making, and they focus on such complex issues as unintended consequences, ethical

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marketing alliances, and professional ethical codes. The book not only introduces students to the special moral and ethical burdens of social marketing but also challenges practitioners to address difficult issues that are

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easily minimized or avoided.

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

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development. The book features a review and analysis of the most valid

This text is well-grounded in scholarship, synthesizes a number of streams of thought, and then proposes thought-provoking

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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

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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

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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

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"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

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social change, social marketing history and elements, etc.)

Offers an approach to solving a range of social problems - drug use, smoking, unsafe sex, and overpopulation - by applying marketing techniques and

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concepts to change behaviour.

This book shows that effective social change starts with an understanding of the needs of the target consumer.

*Global Trends and Success Stories
Innovating Women*

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*The Hidden Forces that Shape
Behavior*

*Principles and Practice of Social
Marketing*

Influencing Behaviors for Good

Changing Behaviors for Good

Public Health Communication

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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

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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

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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

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Successful social marketing holds the power to change the world.

Social Marketing: Behavior Change for Good, 7th Edition is the definitive guide for designing and implementing memorable social marketing campaigns.

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Authors Nancy R. Lee, Philip Kotler, and Julie Colehour present a proven 10-step strategic marketing plan and guides students through each stage of the process. The 7th Edition is packed with 12 new cases and

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dozens of new examples related to today's most pressing social problems including the COVID-19 pandemic, natural disasters, equity and inclusion, and homelessness. The new edition also includes significantly

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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.

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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

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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

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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

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other areas. “This is it -- the comprehensive, brainy road map fortackling wicked social problems. It’s all right here: how tocreate and innovate, build and implement, manage and measure, scaleup and sustain programs

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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

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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;

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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

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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

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, MPH, PhD, University Professor
and Director, Center for Climate
Change Communication, George
Mason University

"[A] solid contribution to the
growing popular literature on the
subject."—PUBLISHERS

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WEEKLY From one of Time Magazine's "Forty Most Influential Minds in Technology" comes an essential collection of candid, first-hand accounts of women in technology. Women in technology are on the rise in both power and

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numbers, and now it's more important than ever to not lose that momentum, to "lean in" and close the gender gap. Although they make up half of the population, only 14% of engineers in the United States are women.

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They take the seeds of technological advancement and build something life-changing, potentially life-saving. The future of technology depends on the full and active participation of women and men working together, and it

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is vital that women are both educated and encouraged to go into the tech sectors. Hailed by Foreign Policy Magazine as a “Top 100 Global Thinker,” professor, researcher, and entrepreneur Vivek Wadhwa,

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alongside award-winning journalist Farai Chideya, set out to collect anecdotes and essays from global leaders, sharing how their experiences in innovative industries frame the future of entrepreneurship. With interviews

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and essays from hundreds of women in STEM fields, including Anousheh Ansari the first female private sector space explorer, former Google[X] VP and current CTO of the USA Megan Smith, Ory Okolloh of the Omidyar

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Network, venture capitalist Heidi Roizen and CEO of Nanobiosym Dr. Anita Goel, MD, PhD, *Innovating Women* offers perspectives on the challenges that women face, the strategies that they employ in the workplace,

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and how an organization can succeed or fail in its attempts to support the career advancement of women.

A Social Marketing Approach
Strategies and Tools For
Improving Health, Well-Being,

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and the Environment

Social Marketing

What Big Data Can't Do

Marketing Social Change

Social Marketing and Behaviour

Change

The Efficiency Paradox

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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

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The highly acclaimed manual for changing everyday habits--now in an all-new third edition!

A bold challenge to our obsession with efficiency—and a new understanding of how to benefit from the powerful

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potential of serendipity.

Algorithms, multitasking, the sharing economy, life hacks: our culture can't get enough of efficiency. One of the great promises of the Internet and big data revolutions is the idea that

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we can improve the processes and routines of our work and personal lives to get more done in less time than we ever have before. There is no doubt that we're performing at higher levels and moving at unprecedented

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speed, but what if we're headed in the wrong direction? Melding the long-term history of technology with the latest headlines and findings of computer science and social science, *The Efficiency Paradox*

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questions our ingrained assumptions about efficiency, persuasively showing how relying on the algorithms of digital platforms can in fact lead to wasted efforts, missed opportunities, and, above all, an

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inability to break out of established patterns. Edward Tenner offers a smarter way of thinking about efficiency, revealing what we and our institutions, when equipped with an astute combination of

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artificial intelligence and trained intuition, can learn from the random and unexpected.

Business Models for Transforming Customer Relationships What if there were a way to turn occasional,

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sporadic transactions with customers into long-term, continuous relationships--while simultaneously driving dramatic improvements in operational efficiency? What if you could break your existing trade-offs

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between superior customer experience and low cost? This is the promise of a connected strategy. New forms of connectivity--involving frequent, low-friction, customized interactions--mean that

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companies can now anticipate customer needs as they arise, or even before. Simultaneously, enabled by these technologies, companies can create new business models that deliver more value to customers.

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Connected strategies are win-win: Customers get a dramatically improved experience, while companies boost operational efficiency. In this book, strategy and operations experts Nicolaj

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Siggelkow and Christian Terwiesch reveal the emergence of connected strategies as a new source of competitive advantage. With in-depth examples from companies operating in industries such as healthcare,

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financial services, mobility,
retail, entertainment, nonprofit,
and education, Connected
Strategy identifies the four
pathways--respond-to-desire,
curated offering, coach behavior,
and automatic execution--for

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turning episodic interactions into continuous relationships. The authors show how each pathway creates a competitive advantage, then guide you through the critical decisions for creating and implementing your own

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connected strategies. Whether you're trying to revitalize strategy in an established company or disrupt an industry as a startup, this book will help you: Reshape your connections with your customers Find new

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ways to connect with existing suppliers while also activating new sources of capacity Create the right revenue model Make the best technology choices to support your strategy Integrating rich examples, how-to advice,

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and practical tools in the form of "workshop chapters" throughout, this book is the ultimate resource for creating competitive advantage through connected relationships with your customers and redefined

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connections in your industry.

Tools, Methods, and Approaches
to Drive Organizational
Performance

An Essay on the Pain of Playing
Video Games

Strategic Social Marketing

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The Changing Face of
Technology

Ethics in Social Marketing

Cases from Around the World

Improving the Quality of Life

This book turns social
marketing into a step-by-

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step process so that anyone can plan and execute an effective social marketing campaign. Actual cases and research efforts richly support each of

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the eight steps in the process. Included in the text are more than 25 in-depth cases, about 100 examples of social marketing campaigns, and ten research highlights

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to represent the scope
of research
methodologies. The
appendix includes
worksheets for each step
to complete a marketing
plan for students and

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practitioners. The methodologies in this text have been classroom tested and refined by students who prepared marketing campaigns using this eight step

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planning process.

A systematic guide for
the planning and
implementation of
programs designed to
bring about social
change Social Marketing,

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Third Edition, is a valuable resource that uses concepts from commercial marketing to influence social action. It provides a solid foundation of

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fundamental marketing principles and techniques then expands on them to illustrate principles and techniques specific to practitioners and

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agencies with missions to enhance public health, prevent injuries, protect the environment, and motivate community involvement. New to the

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Third Edition Features
many updated cases and
includes current
marketing and research
highlights Increases
focus on international
cases and examples

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Provides updated theory
and principles
throughout Intended
Audience: Recognized as
the definitive textbook
on Social Marketing for
students majoring in

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public health, public administration, public affairs, environmental studies, and business, this book also serves as an ongoing reference and resource for

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practitioners.

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Summer Scorecard" Carol

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Cone Cone LLC, "Go Red
for Women" Robert
Denniston Office of
National Drug Control
Policy, "Above the
Influence: A National
Youth Anti-Drug Media

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Campaign" Rob Donovan

Curtin University,

Western Australia,

"Freedom From Fear:

Targeting Male

Perpetrators of Intimate

Partner Violence" Sue

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Eastgard Youth Suicide
Prevention Center,
"Youth Suicide
Prevention" Jeff French
National Social
Marketing Centre,
"Marketing Social

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Marketing in England”

Gerard Hastings

Institute for Social

Marketing, University of

Stirling, UK, “A Fat

Chance Pays Off” Steven

Honeyman Population

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Services International,
"Social Franchising of
Family Planning Service
Delivery: A Rising Sun
in Nepal." Francois
Lagarde Social Marketing
Consultant, "E-Health

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Network in Canton
Switzerland" Jim
Lindenberger University
of South Florida, "USDA
Food Stamp Media
Campaign" Lynne D.
Lotenberg Social

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Marketing Consultant,
"Using Storytelling to
Deliver Health Messages
in Rwanda" Doug McKenzie-
Mohr Environmental
Psychologist, "Turn It
Off: Canada's Anti-

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Idling Campaign"

Patricia McLaughlin

American Legacy

Foundation, "truth®

Campaign" Jim Mintz

Centre of Excellence for

Public Sector Marketing,

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"Is Your Family Prepared?", Public Safety Canada
Gregory R. Niblett AED, "Jordan Water Efficiency Program"
Bill Novelli AARP, "Don't Vote: Until

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You Know Where
theCandidate Stands”

Michael Rothschild

University of Wisconsin,

“Road Crew: Reducing

Alcohol Impaired

Driving” Beverly

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Schwartz Ashoka, "USDA
Food Stamp Media
Campaign" William A.
Smith AED, "Save the
crabs. Then eat 'em."
Shelly Spoeth Centers
for Disease Control and

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Prevention, "African-American Women HIV Testing Campaign" K. Vijaya Health Promotion Board, Singapore, "Recognition & Rewards Program for Healthier

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Eating Establishments"

This book is not available as a print inspection copy. To download an e-version click [here](#) or for more information contact your

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local sales

representative. ?For
anyone interested in
great social marketing
practice in the 21st
century, and how it
needs to adapt as our

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understanding of
behaviour change
evolves, this
publication is chock
full of good practice
and smart strategy.' Dan
Metcalfe, Deputy

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Director - Marketing,
Public Health England,
UK Strategic Social
Marketing takes a
systemic approach to
explaining and
illustrating the added

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value of applying marketing to solve social problems. The authors present social marketing principles in a strategic, critical and reflexive way to

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help engender social
good via the
effectiveness and
efficiency of social
programmes in areas such
as Health, Environment,
Governance and Public

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Policy. In illustrating how it can be applied, the text places Strategic Social Marketing in a global context, giving examples and case studies from

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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

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design and delivery when
looking to achieve
social good Moves on to
the nature and
application of social
marketing, rethinking
traditional concepts

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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

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to influence behaviours.

Visit the Strategic

Social Marketing Website

- Featuring free

resources for marketing

students and lecturers.

Explores the subtle,

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secret influences that affect the decisions we make--from what we buy, to the careers we choose, to what we eat. Social Media Marketing Fostering Sustainable

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Behavior

The Art of Failure

The Social Marketing
Solution

Knowledge Solutions

Connected Strategy

Advances in Research and

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Like all aspects of society, public health practice has been fundamentally changed by the emergence of electronic and social media as centerpieces of human communication and connection.

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More than ever, public health practitioners rely on these new marketing and communications technologies to promote longstanding goals like disease prevention and fostering social responsibility. Social Marketing

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Research for Global Public Health offers proven guidelines for crafting campaigns that work in public health. It equips readers with tools pioneered by corporate marketers to increase the efficacy of public health interventions in any setting.

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It also provides practical advice to practitioners seeking to assess their interventions, along with examples for effective outreach to promote smoking cessation, financial literacy, and other social goods. Combining overviews of marketing

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theory and methodology with practical chapters specific to public health, Social Marketing Research for Global Public Health provides a crucial and holistic understanding for this new imperative in the field. Customer experience pioneer

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Jeanne Bliss shows why “Make Mom Proud” companies outperform their competition. Her 5-step guide to customer experience and culture transformation makes this achievement possible. Bliss urges companies to make business

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personal to earn ardent fans and admirers, by focusing on one deceptively simple question: "Would you do that to your mother?" "Make Mom Proud" companies give customers the treatment they desire, and

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employees the ability to deliver it. They turn “gotcha” moments into “we’ve got your back” moments by rethinking business practices, and they enable employees to be part of the solution to fix customer frustrations. Bliss scoured the

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marketplace seeking companies who excel at living their core values, grounded in what we all learned as kids. She offers a five-step plan for evaluating your current behaviors and implementing actions at every level of the

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organization. Step 1. “Be the
Person I Raised You to Be”

Understand how you are hiring,
developing and trusting employees
to bring the best version of
themselves to work. Vail resorts, for
example, the world's largest ski

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resort operator, banned the three words "Our policy is..." from their vocabulary, freeing employees to take spirited actions to deliver "the experience of a lifetime." Step 2. "Don't Make Me Feed You Soap" Learn the eight key frustrations that

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bind us as customers (waiting, fear, anxiety, the black hole of no communication, etc.) and how to apply actions from companies who are delivering a seamless, frictionless and easy experience.

Step 3. "Put Others Before

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“Yourself” Determine if your focus is on helping customers achieve their goals – and evaluate how that is fueling your growth. Canada's Mayfair Diagnostics, for example, spent over a year studying the emotions of patients entering an

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imaging clinic, so they could redesign their welcome to deliver warmth and caring over procedure and process. The newly designed clinic achieved profitability in record time. Step 4. "Take the High Road"
Learn how companies who do the

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right thing rise above the competition. Virgin Hotels, for example, named #1 U.S. hotel by Conde Nast Reader's Choice Awards, walked away from price gouging at the mini bar, so you'll never pay more for that Snickers

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bar than what you'd pay at the corner market. Step 5. "Stop the Shenanigans!" Evaluate your current company behaviors and identify the key actions that you can begin immediately. With 32 case studies and examples from more

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than 85 companies, this is a practical and easy to follow guide for your experience and culture transformation. Filled with comics to snapshot our experiences as customers, a “mom lens” to reflect continuously on your performance,

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and a “make-mom-proud-ometer” quiz – the book makes Bliss’s approach accessible and approachable. Join the movement to #MakeMomProud by applying this book across your organization. Whether you're contemplating your

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company's returns policy, its social media presence, or its big-picture strategy, this approach will help your company anticipate both employee and customer needs, extend patience, and show respect at all times.

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This book was written to give scholars an opportunity to examine selected issues in health communication. There are many challenges in health communication, such as the shortage of evaluations on social

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marketing interventions, the need for a framework to easily apply social marketing practices to campaigns, and the difficulty of applying theory to improve communication. To address these challenges, the four chapters,

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including an introductory chapter, introduce several health communication topics, including social marketing, the application of theory, and message design to promote social communication. Readers can expect concise topic

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overviews with clear steps and examples of how to apply the methods discussed in each chapter.

Social marketing takes key marketing principles and applies them to campaigns and efforts to

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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

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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.

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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

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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

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and recommendations.

Building Continuous Customer
Relationships for Competitive
Advantage

Social Marketing and Public Health
Beyond Advertising

Hands-On Social Marketing

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Changing Behavior to Promote
Health, Social Development, and
the Environment
Social Marketing for Public Health
Methods and Technologies
An exploration of why we play video
games despite the fact that we are

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almost certain to feel unhappy when we fail at them. We may think of video games as being "fun," but in *The Art of Failure*, Jesper Juul claims that this is almost entirely mistaken. When we play video games, our facial expressions are

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rarely those of happiness or bliss. Instead, we frown, grimace, and shout in frustration as we lose, or die, or fail to advance to the next level. Humans may have a fundamental desire to succeed and feel competent, but game players

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choose to engage in an activity in which they are nearly certain to fail and feel incompetent. So why do we play video games even though they make us unhappy? Juul examines this paradox. In video games, as in tragic works of art,

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literature, theater, and cinema, it seems that we want to experience unpleasantness even if we also dislike it. Reader or audience reaction to tragedy is often explained as catharsis, as a purging of negative emotions. But,

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Juul points out, this doesn't seem to be the case for video game players. Games do not purge us of unpleasant emotions; they produce them in the first place. What, then, does failure in video game playing do? Juul argues that failure in a

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game is unique in that when you fail in a game, you (not a character) are in some way inadequate. Yet games also motivate us to play more, in order to escape that inadequacy, and the feeling of escaping failure (often by improving

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skills) is a central enjoyment of games. Games, writes Juul, are the art of failure: the singular art form that sets us up for failure and allows us to experience it and experiment with it. The Art of Failure is essential reading for

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anyone interested in video games, whether as entertainment, art, or education.

Successful social marketing holds the power to change the world. For almost two decades, Social Marketing: Behavior Change for

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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

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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

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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

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community, they will find Social Marketing an invaluable resource. Social marketing is a discipline unfamiliar to many policymakers, often confused with the more frequently applied and studied fields of social media, behavioral

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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

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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

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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

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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

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justice, public health, and other programs on how to effect social change.

Learn what marketing practices can positively impact behavior The success of the application of commercial marketing practices to

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change behavior for the betterment of society and the individual is getting more attention. Social Marketing: Advances in Research and Theory explores the use of social marketing through a variety of effective approaches. Chapters

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examine case studies and qualitative research to gain insight into the adoption of marketing practices to enable social change. This superb collection of top presentations from the SMART (Social Marketing Advances in

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Research and Theory) inaugural conference held in 2004 in Alberta, Canada provides examples of the latest commercial marketing practices to change behavior such as programs to encourage people to quit smoking or increase seat

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belt usage. Social Marketing:
Advances in Research and Theory
presents top experts who provide a
wide variety of specific examples
explaining ways to enable social
marketing to positively impact
behavior. This helpful resource

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provides a broad, useful understanding of this unique type of marketing and its goals. Chapters offer extensive references and detailed tables and figures to clearly present data. Topics in Social Marketing: Advances in

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Research and Theory include: a case study on approaches to anti-doping behavior in sports a case study reviewing the evolution of the Canadian Heritage anti-racism campaign applying social marketing concepts to increase capacity of

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programs in a state health department research into a recycling promotion technique using Internet technology to study the impact of anti-smoking messages issues involved in the voluntary change in behavior of

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automobile users charity support
behaviors Social Marketing:
Advances in Research and Theory
is an insightful resource valuable to
academics and practitioners
interested in social marketing, or
anyone working with nonprofits to

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change individual behavior and
better society.

Social Marketing in Action
An International Perspective
Theoretical and Practical
Perspectives
Social Marketing in India

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The "Make Mom Proud" Standard
for How to Treat Your Customers
Invisible Influence

In this book, legendary
marketing expert Philip Kotler
and social marketing innovator
Nancy Lee consider poverty

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from a radically different and powerfully new viewpoint: that of the marketer. Kotler and Lee assess each proposed path to poverty reduction, from traditional large-scale foreign aid to improved education and

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job training, economic development to microfinance. They offer powerful new insights into why so many anti-poverty programs fail - and propose a new paradigm that can achieve far better results. Kotler and Lee

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show how to apply advanced marketing strategies and techniques - including segmentation, targeting, and positioning - to systematically put in place the conditions poor people need to escape poverty.

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Through real case studies, you'll learn how these marketing techniques can help promote health, education, community building, personal motivation, and more. The authors provide the first complete, marketing-

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informed methodology for addressing specific poverty-related problems - and assessing the results. They also demonstrate how national and local anti-poverty programs can be improved by more effectively

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linking government, NGOs, and private companies. Over the past 30 years, the authors' social marketing techniques have been successfully applied to health care, environmental protection, family planning, and

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many other social challenges.
Now, Kotler and Lee show how
they can be applied to the
largest social challenge of all:
global poverty.

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Publications

Radically alter the impact of
your advertising by changing
your mindset Beyond

Advertising offers concrete
advice for actions to take and
mindsets to adopt that will

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radically alter the impact of advertising—both for advertising professionals and target audiences. An ambitious book with insight from over 200 leading executives, innovators, and academics, this text paints

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a picture of what the future of advertising may look like by 2020. Most importantly, it provides concrete guidance regarding the changes you can make to your approach in order to thrive in an evolving industry,

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and explains what you can do differently now to create effective advertising across all consumer touchpoints.

Advertising relies upon the engagement of target audience members to be successful, and

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achieving this engagement is becoming both easier and more difficult as communication channels change to keep up with the latest technology. Retaining a dynamic, flexible approach to advertising—and

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understanding where to make changes to your methods—is the only way to stay relevant in such a quickly moving industry. Visualize the evolution of the advertising industry, and understand how it may change

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In the coming decade Avoid the mistake of failing to change your approach to advertising as the industry evolves Identify the concrete actions you can take right now to improve your results Discover the RAVES

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method of advertising Beyond Advertising is a forward-thinking text that every advertising professional needs to maintain a level of relevancy as the industry continues to evolve.