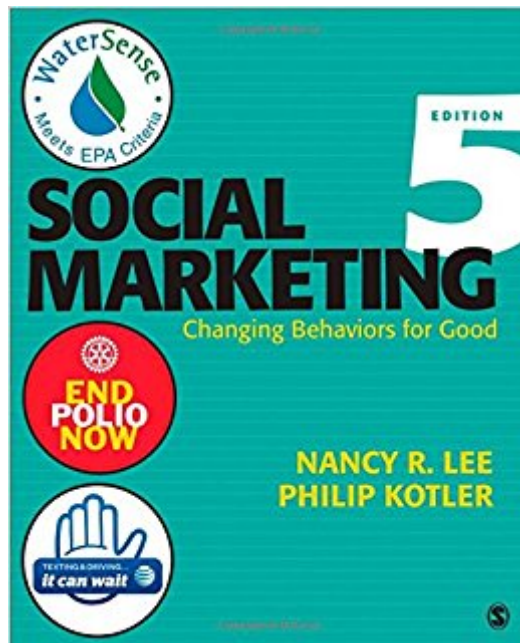




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Social Marketing: Changing Behaviors For Good



Synopsis

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.

Book Information

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Customer Reviews

"It is one of the best books out there, so have continued to use it. Students generally like it. . . .This is the state of the art text."--W. Douglas Evans
"The strength of the book is in the examples (including boxes), especially the different lengths so that you can kind of choose yourself how much to use and how deep to go into a particular illustration."--G. Scott Erickson
"I like the mix of topics in the book, and I like the chapter dedicated to each step of the marketing process." --Jennifer Cross
"I like the text because it ties to concepts the students have learning in Principles of Marketing, but also distinguishes how social marketing is different than traditional marketing. The vignettes provide

good examples, and the chapters are not too long or complex."--Nicole Vowles-It is one of the best books out there, so have continued to use it. Students generally like it. . . .This is the state of the art text.---W. Douglas Evans-The strength of the book is in the examples (including boxes), especially the different lengths so that you can kind of choose yourself how much to use and how deep to go into a particular illustration.---G. Scott Erickson-I like the mix of topics in the book, and I like the chapter dedicated to each step of the marketing process.- --Jennifer Cross-I like the text because it ties to concepts the students have learning in Principles of Marketing, but also distinguishes how social marketing is different than traditional marketing. The vignettes provide good examples, and the chapters are not too long or complex.---Nicole Vowles

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This book is an easy read and the principles are laid out in a step by step manner. Easy case Studies as you go are there to drill in concepts and reviews at the end of each chapter. Surprisingly enjoyed this in spite of being a textbook!

Great book. Never used it in class, but actually had very interesting concepts. Wish I would have kept it instead of just renting.

Great product, would buy again

The only reason why I am giving this 4 stars is due to at times it roles up a bit but other than it, they are well made and great company

Delivered in good conditions. Just not a super fascinating book.

Exceptional book on social marketing

Awesome, like everything of Nancy R Lee

A practical and book on my list. It motivates me a lot.

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