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STRATEGIES TO PROMOTE SOCIAL CHANGE



Elissa A. Resnick, Michael Siegel

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Essentials of Public Health Communication Claudia Parvanta, 2011 Health Behavior Education Promotion

The SAGE Handbook of Social Marketing Gerard Hastings, Kathryn Angus, Carol Bryant, 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

American Journal of Public Health, 2003

American Book Publishing Record, 2006

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