

The Marketing of Ideas and Social Issues.

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Marketing Of Ideas And Social Issues

Elizabeth Parsons, Pauline Maclaran



Marketing Of Ideas And Social Issues:

The Marketing of Ideas and Social Issues Seymour H. Fine, 1981 **The Routledge Handbook of Tourism and Sustainability** C. Michael Hall, Stefan Gossling, Daniel Scott, 2015-02-11 Routledge Handbook of Tourism and Sustainability from C Michael Hall Stefan Gossling 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

The Marketing Book Michael Baker, 2012-05-04 This fifth edition of the best selling Marketing Book has been extensively updated to reflect changes and trends in current marketing thinking and practice Taking into account the emergence of new subjects and new authorities Michael Baker has overhauled the contents and contributor lists of the previous edition to ensure this volume addresses all the necessary themes for the modern marketer In particular the Marketing Book now broaches the following new topics Channel management management of the supply chain Customer Relationship Management Direct marketing E marketing Integrated marketing communications measurement of marketing effectiveness Postmodern and retro marketing Relationship marketing Retailing Like its predecessors the Marketing Book 5th edition is bursting with salient articles from some of the best known academics in the field It amounts to an all embracing one volume companion to modern marketing thought ideal for all students of marketing 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

Community Health Education Methods Robert J. Bensley, Jodi Brookins-Fisher, 2003 Community Health Education Methods A Practical Guide is designed to assist you in effectively communicating messages and impacting norms and behaviors of individuals and communities It is a book about the methods we use as health educators the ways in which we tell a story and empower others to seek healthy lifestyles

Health Care Marketing Philip D. Cooper, 1994 Health Care Marketing A Foundation for Managed Quality builds on tradition and delivers the very latest answers to the whats whys and hows of making effective marketing a reality in your health care organization Included are journal articles book chapters scholarly papers editorials research reports and case studies all gathered here in a single timely and comprehensive source

Marketing the Public Sector Seymour H. Fine, 2017-07-12 The administrative officers of public and nonprofit organizations have become increasingly interested in marketing techniques during the 1990s They reason that if commercial marketing methods can successfully move merchandise across the retail counter those same techniques should be capable of creating a demand for such social products as energy conservation women s rights military enlistment or day care centers The goal of this volume is to provide social sector executives with practical and effective guidelines on how to harness the power of marketing in order to improve service to their constituencies Marketing the Public Sector builds upon two decades of research in social marketing and represents the current state of the art The authors demonstrate how the principles developed in earlier studies can be applied in actual situations Included here are case studies of marketing plans prepared for hospitals political campaigns Third World social change and community foundations that proved to be as effective as those in the private sector The case study approach is effectively supplemented by theoretical chapters that define first principles in essential matters such as product management value determination advertising and analysis of market performance This amalgamation of theory and application is suitable to middle range social marketing sizes as well as full scale projects that large agencies might undertake The problems differ only in magnitude no organization is too small or too large to adopt a consumer orientation Marketing the Public Sector is not only a guide to marketing it is also about communication social change propaganda and education It will be of great interest to sociologists public sector administrators and specialists in communications public relations fund raising and community affairs

CSR 2.0 and the New Era of Corporate Citizenship Camilleri, Mark Anthony, 2016-12-21 Responsible behaviors in the realm of business continue to remain a crucial component of organizational development By exploring core aspects of contemporary corporate strategies businesses can create more value in social welfare initiatives CSR 2 0 and the New Era of Corporate Citizenship is an authoritative reference source for the latest scholarly research on the ways in which corporate entities can implement

responsible strategies and create synergistic value for both businesses and society Featuring extensive coverage across a range of relevant perspectives and topics such as corporate citizenship stakeholder engagement and business ethics this publication is ideally designed for students academics and researchers seeking current concise and authoritative research on the business case for corporate social responsibility Integrated Science to Achieve Sustainable Development Goals Beatriz Casais,2025-06-01 The book Integrated Science to achieve Sustainable Development Goals debates how different fields of study can confront or mitigate problems or contribute together to the development of society In brief it is a book about the interdisciplinarity of knowledge surrounding the topics in society that are involved in the world development agenda There is an increasing recognition of the importance of achieving the sustainable development goals SDGs set in the UN agenda 2030 The book seeks to address the need for the integration of multidisciplinary fields of knowledge to achieve the seventeen SDGs The book was developed with contributions from established and well known scholars in different fields It is interdisciplinary in nature and international in scope intending to bring out a collection of state of the art cutting edge knowledge on policies to achieve the 17 SDGs as well as a range of actionable recommendations for future developments in the different fields with the purpose of addressing the Agenda 2030 The integration of different disciplines including sociology health education psychology business economics political science environmental studies and urban planning in a complex problem like societal development gives this book the challenge to be an authoritative tool with guidelines for the entire community and for policymakers as well Each chapter presents the state of the art of a topic considered important to achieve SDGs The authors explain how their field contributes to the achievement of one or more SDGs including the main theories and examples of empirical evidence that may guide society in using such knowledge to contribute to societal impact

Proceedings of the 6th Vocational Education International Conference (VEIC 2024) Adhi Kusumastuti,Samsudin Anis,Achmad Nizar Hidayanto,Togani Cahyadi Upomo,Aldias Bahatmaka,Ahmad Mujaki,Uswatun Hasanah,Ahmad Roziqin,Atika Atika,Dwi Putri Asih,2024-12-31 This is an open access book The 6th Vocational Education International Conference VEIC 2024 is an annual and internationally refereed conference The main objective of VEIC 2024 is to provide an international platform for researchers practitioners stakeholders in the field of vocational education to discuss about the issue and challenges in the field of Technology and Vocational Education The main theme of VEIC 2024 is Future Prospects of Digital Teaching and Learning in Vocational Education **Leisure and Recreation Management** George Torkildsen,2012-12-06 This revised and updated edition reflects the changes that have taken place within the field of leisure and recreation management in recent years Issues such as social inclusion cultural strategy exercise for health have risen to the top of the policy agenda Commercial pressures changes in the voluntary and public sector and emerging leisure professions such as sports development and playwork are all profoundly influencing the professional landscape Leisure and Recreation Management is the only book to cover leisure history key leisure concepts trends provision management practices

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Winett,2013-12-16 First Published in 1986 This book has two basic goals The first goal is to present how information is formed used channelled and delivered in a number of different contexts and systems with varying impacts The second goal is to present these diverse applications within one framework so that there is continuity between the different subjects and chapters The framework is behavioral systems and so this book is also an attempt to further evolve and show the viability of this framework **Strategic Social Marketing** Jeff French,Ross Gordon,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 **Marketing Management: Text and Cases Indian Context** Tapan K.

Panda,2009 *Computational Intelligence Methodologies Applied to Sustainable Development Goals* José Luis

Verdegay,Julio Brito,Carlos Cruz,2022-04-15 This book presents computational intelligence methodologies and its applications to sustainable development goals Along 18 chapters prepared by reputed scientists around the world this book explores and focuses on the impacts produced by the application of artificial intelligence and mainly of computational intelligence in sustainable development goals and on analysing how particularly computational intelligence can influence the

ability to comply in a timely manner with all the sustainable development goals Specialists from STEM areas will find in this book an attractive showcase of instances and research lines to be explored

Family Planning Communication in India Shashwati Goswami, 2023-09-08 This book is the first systematic study on the historiography of the family planning communication process in India It traces the history of the development of a highly technical health communication process It discusses how the discourse on India's population problem was at the heart of the development dialogue which was being promoted by the British colonial administration The book examines the role of the censuses and the Five Year plans in the development of the discussion on the population explosion in India Also it critically discusses the role of the Ford Foundation's leadership in institutionalising the communication process in India The book essentially argues that population control communication enabled the ideas of a homogenised nation an ideal Indian woman and an ideal Indian family This in turn led to the obliteration of cultural ethnic geographical and economic specificities of India as a country The volume will be of great interest to scholars and researchers of public policy media and communication studies Indian politics modern Indian history and South Asian Studies

Handbook of Research on Communication Strategies for Taboo Topics Luurs, Geoffrey D., 2022-04-29 Social norms are valuable because they help us to understand guidelines for appropriate and ethical behavior However as part of that process cultures develop taboo behaviors and topics for group members to avoid Failure to discuss important topics such as sex drug use or interpersonal violence can lead to unwanted or unintended negative outcomes Improving communication about forbidden topics may lead to positive social and health outcomes but we must first develop the communication and coping skills to handle these difficult conversations The Handbook of Research on Communication Strategies for Taboo Topics seeks both quantitative and qualitative research to provide empirical evidence of the negative social and health outcomes of avoiding taboo conversations and provides communication and coping strategies for dealing with difficult topics Covering a range of issues such as grief and forgiveness this major reference work is ideal for academicians practitioners researchers counselors sociologists professionals instructors and students

Contemporary Issues in Marketing and Consumer Behaviour Elizabeth Parsons, Pauline Maclaran, 2009-06-04 An exciting new book that covers all the latest buzzwords within marketing and consumer behavior building brand cultures gender ethics sustainable marketing the green and the global consumer among many more Importantly *Contemporary Issues in Marketing and Consumer Behaviour* makes clear links between theory and practice in marketing It also locates the recent development of both marketing ideas and applications within the wider global social and economic contexts Written by a team of experts in the field this title fills a gap in a growing market interested in these contemporary issues It provides a complete off the shelf teaching package for Masters MBA and advanced undergraduate modules in marketing and consumer behavior and a useful resource for dissertation study at both undergraduate and postgraduate levels

Phygital Approaches to Social Marketing Djakeli, Kakhaber, 2024-10-04 In social marketing the concept of phygital approaches blending physical and digital

experiences has emerged as a transformative strategy As consumers navigate the digital world implementing phygital techniques offers a unique opportunity to create immersive and engaging brand interactions Phygital marketing combines the sensory experiences of physical environments with the immediacy and data driven precision of digital platforms to enhance customer engagement and loyalty while providing valuable analytics into consumer behavior Further research into social marketing is necessary to understand how it may help businesses and organizations balance workplace wellbeing customer communication and the physical and emotional happiness of employees and consumers Phygital Approaches to Social Marketing develops guidelines for proper social marketing research study teaching and practical social marketing campaigns It explores modern marketing through social cultural and economic theories revealing how digital technology can be used to influence customer emotions and spending while creating sustainable business environments This book covers topics such as artificial intelligence customer retention and online technology and is a useful resource for business owners educational professionals marketing agents sociologists policymakers public health professionals academicians scientists and researchers

Strategic Corporate Social Responsibility Debbie Haski-Leventhal, 2018-03-31 With the changing expectations of consumers employees and regulators being best in the world is no longer enough Businesses are now also expected to be best for the world to be socially and environmentally responsible sustainable and ethical Based on the idea that strategic CSR offers the most holistic and effective approach to corporate social responsibility the author presents the key concepts theories and philosophical approaches to CSR along with the practical tools needed to implement this knowledge in the real world The book is split into three parts the first part provides the theoretical background of CSR the second part examines various CSR approaches and how they can be implemented and the third part discusses measuring and communicating CSR Each chapter contains questions for reflection discussion exercises and case studies from globally recognised brands such as Ben Jerry s Nestle Marks Spencer TOMS Shoes LEGO Coca Cola and McDonald s The book is complemented by chapter specific lecturer PowerPoint slides which can be found here Suitable reading for students on Corporate Social Responsibility modules

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