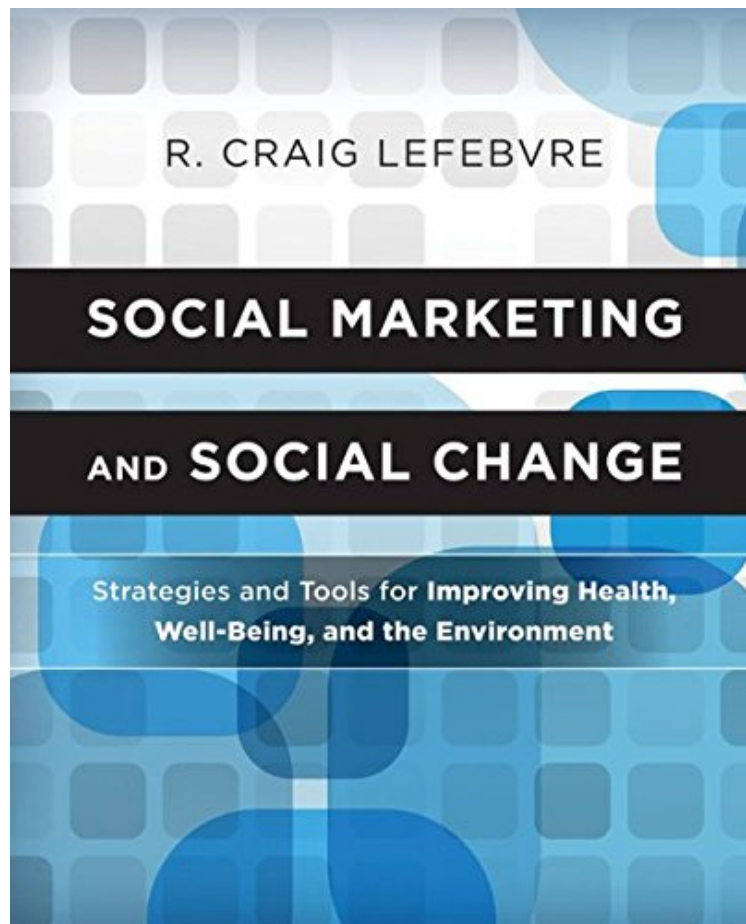


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Social Marketing and Social Change: Strategies and Tools For Improving Health, Well-Being, and the Environment

R. Craig Lefebvre

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R. Craig Lefebvre : Social Marketing and Social Change: Strategies and Tools For Improving Health, Well-Being, and the Environment before purchasing it in order to gage whether or not it would be worth my time, and all praised Social Marketing and Social Change: Strategies and Tools For Improving Health, Well-Being, and the Environment:

0 of 0 people found the following review helpful. For serious learners and doersBy WMorOne of the best if you are serious about social marketing and social change.1 of 1 people found the following review helpful. Five StarsBy Hamilton CarvalhoA must-read for social marketers and anyone interested in bringing about social change.1 of 1 people found the following review helpful. Excellent overview for people new to social marketingBy Katherine McComblldquo;Social Marketing and Social Changerdquo; is a wonderful book for anyone exploring the field of social marketing. I was interested in social marketing, but had never studied it before. I am so glad that I read this

book to get an overview of the subject. The book shows readers how to turn the wish "to make the world a better place" into action. In addition, the book inspires its readers by demonstrating the creativity and innovation in social marketing. Instead of giving prescribed rules for what social marketers should do, Lefebvre encourages readers to think for themselves and to explore the possibilities. At the same time, the book shows, in a practical way, how marketing principles can be applied effectively to create social change. All in all, if you are an individual exploring social marketing or a professor looking for a book to assign to a class, I highly recommend "Social Marketing and Social Change."

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 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 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 other areas. "This is it -- the comprehensive, brainy road map for tackling wicked social problems. It's all right here: how to create and innovate, build and implement, manage and measure, scale up and sustain programs 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 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; 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 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, MPH, PhD, University Professor and Director, Center for Climate Change Communication, George Mason University

Ultimately, the goal is for the reader to have a much broader understanding of marketing than just the four Ps, and to understand what is currently important in social marketing, what will matter for the next few years, and (most of all) what will improve the reader's "... ability to innovate solutions to 'wicked' problems." - Sarah Olson, in Health Promotion Practice.

From the Back Cover

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About the Author

R. Craig Lefebvre, PhD is a thought leader and practice advocate for applying marketing to social issues. He is chief maven at socialShift -- a social design, marketing, and media consultancy, lead change designer at RTI International, and research professor in the University of South Florida College of Public Health.