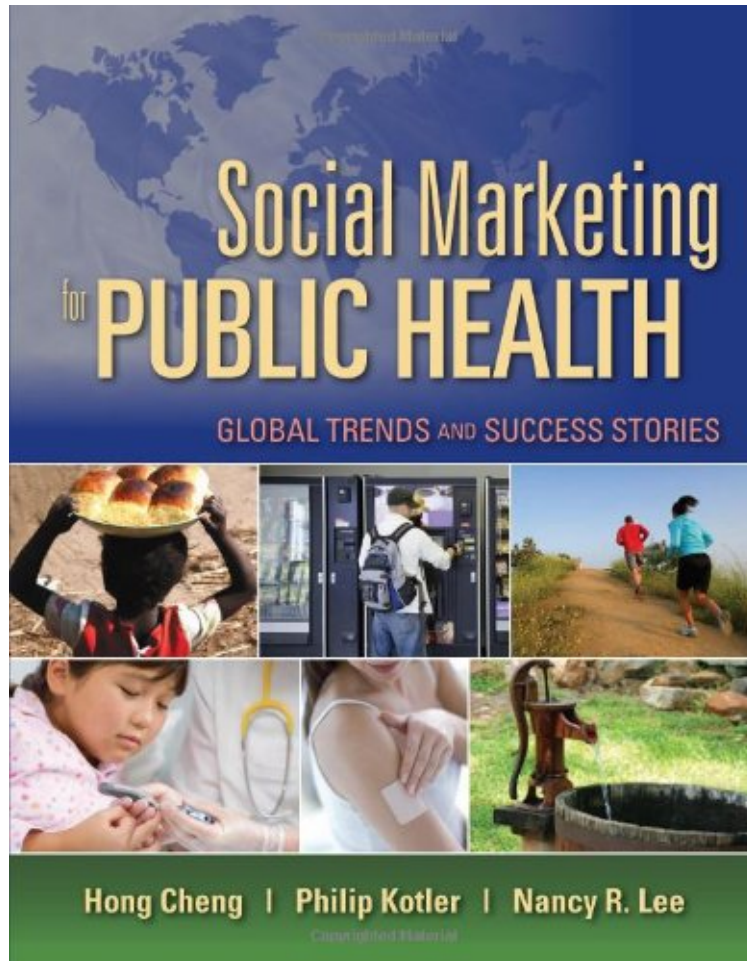


# Social Marketing For Public Health: Global Trends And Success Stories

*Hong Cheng, Philip Kotler, Nancy Lee*

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0 of 0 people found the following review helpful. Just what I needed!By Alicia De LeonTo learn about social marketing strategies and how to implement them. The book is just great to learn about what others are doing around the globe!

Social Marketing for Public Health examines how social marketing is used as a strategy for changing health behavior in the world today. Addressing issues and trends in social marketing and public health globally, it highlights successful

and measurable health behavior-changing campaigns launched by the governments, by a combination of the governments and citizens, or by the citizens themselves in various countries. Each chapter focuses on one selected country, making the content very accessible. The text provides an in-depth and up-to-date treatment of the subject matter.