

Social Marketing

Richard K. Manoff

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Richard K. Manoff : Social Marketing before purchasing it in order to gauge whether or not it would be worth my time, and all praised Social Marketing:

Drawing on 20 years of experience in the U.S. and the Third World, Manoff presents ways in which modern marketing methods can be applied to problems of public health and nutrition practices. He incorporates all aspects of the social marketing process, from theory and background to the necessary tools and techniques, establishing comprehensive guidelines that can be implemented to strengthen current public health programs. An essential resource for developmental health professionals, or anyone interested in innovative marketing techniques. This work includes methods for tailoring health education to the perceptions of the target audience, and techniques for uncovering the resistance points; insights using mass media to extend the reach and impact of public education efforts; tools for designing effective messages; special research approaches including focus groups and feed forward; in-process evaluation tools that identify program flaws during early stages of implementation; planning hints to encourage public and private cooperation; and case studies exploring some of the most interesting and educational applications of social marketing principles.

About the Author RICHARD K. MANOFF is president of Manoff International Inc., the pioneering social marketing

firm responsible for several of the important projects reported in this book. He has served as a special adviser to the heads of both WHO and UNICEF expressly for the development of the International Code for the Marketing of Breast-Milk Substitutes. He also served as an adjunct professor in the Department of Health Sciences of Sargent College of Allied Health Professions of Boston University and as Adjunct Lecturer in Public Health at Physicians and Surgeons School of Medicine, Columbia University. He has published widely in the area of nutrition education, family planning, and public health with particular emphasis on communications strategies and the application of marketing techniques for their implementation.