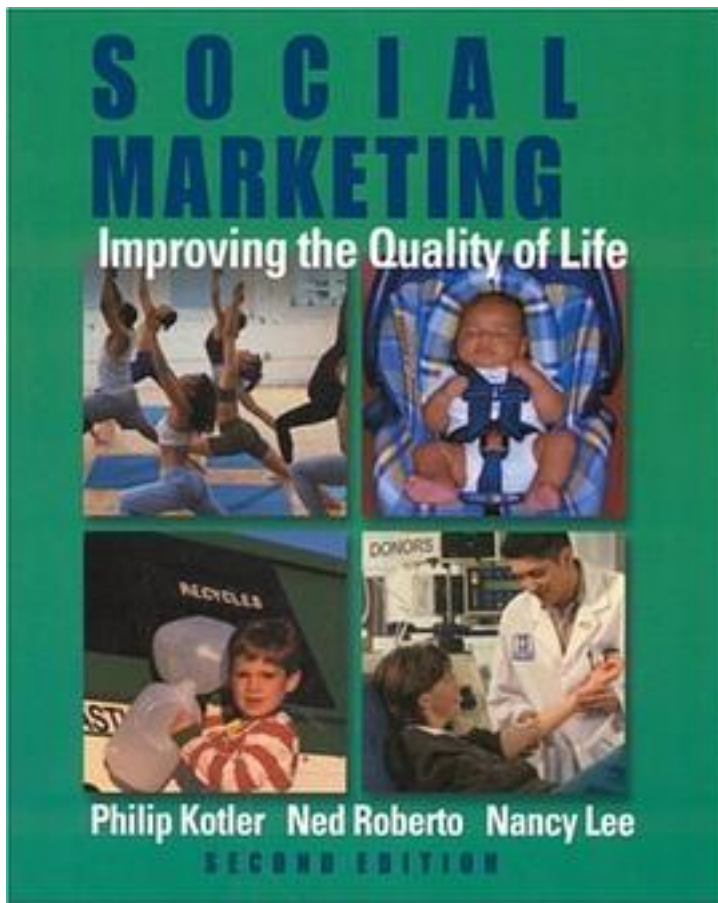


Social Marketing



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Social Marketing: marketing in the service of societal problems. Does this approach represent dangerous social engineering, or is it the best hope we have to treat what are often regarded as intransigent problems? For both academics and practitioners

involved with social marketing, the domain remains in its infancy. Programs and approaches are being developed and implemented by practitioners; academics are defining "what it is," "where it comes from," and "where it is going." This book incorporates many of the presentations made at the "Role of Advertising in Social Marketing" Conference sponsored by the Society for Consumer Psychology. Professionals from academia, government, and non-government organizations address a highly diverse and interesting set of societal concerns ranging from organ donation to violence in sports, from efforts to promote safe sex and family planning to better understand cigarette smokers and their perceptions. Are marketing's "four Ps"--product, price, place, and promotion--enough to help solve these problems, or does social marketing at the end of the 1990s need to call on other Ps, such as political persuasion? This volume thoughtfully addresses theoretical and empirical issues challenging academics and practitioners alike to find out how to borrow the best of marketing for application in social marketing.

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