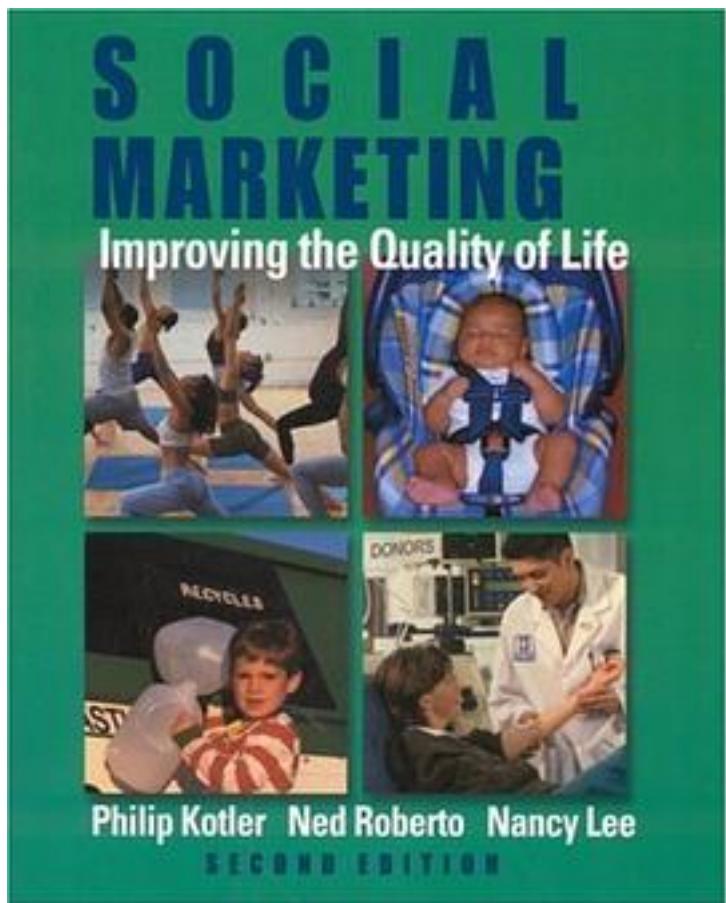


Social Marketing



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WEB Description for FTN approval The Third edition of Social Marketing will be positioned as a core textbook for advanced undergraduate and graduate courses in social marketing, consumer behavior, health communication, social change, and public communication. The book examines how social marketing can be used as a

strategy for changing behavior. It highlights successful social change campaigns that have been launched by governments, by a combination of governments and citizens, and by citizens themselves. Its theme is that knowledge, techniques, and technologies now exist to organize and implement effective social change programs in virtually every area of social concern, both locally and nationally.

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