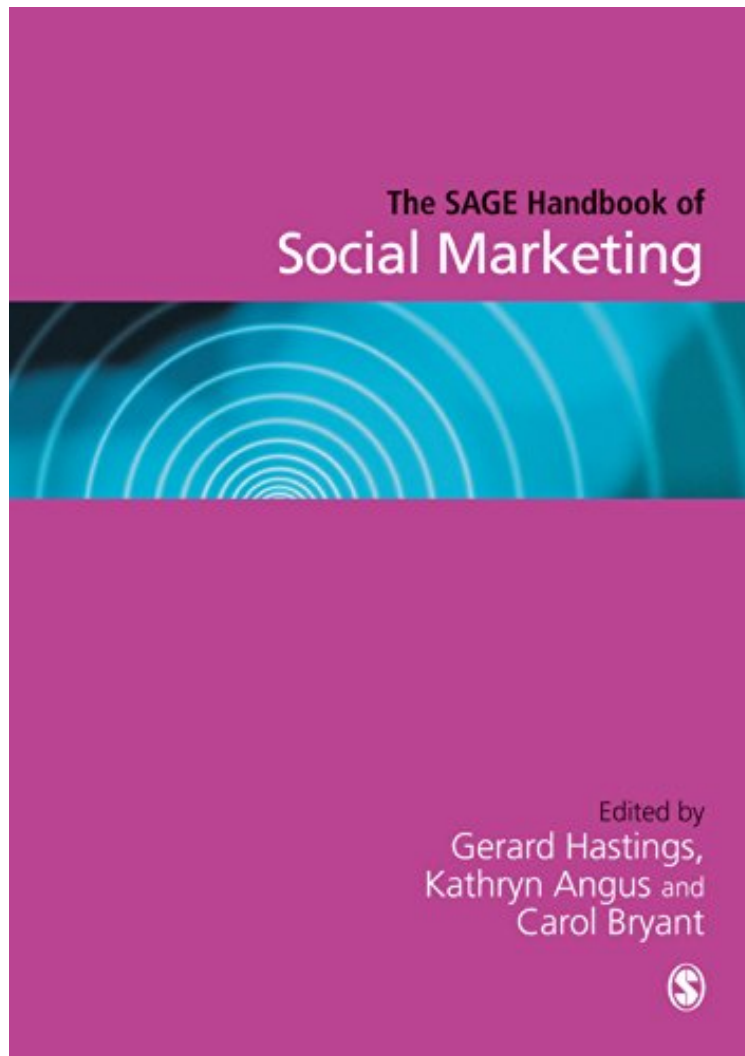


The SAGE Handbook of Social Marketing

Gerard Hastings, Kathryn Angus, Carol Bryant
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Gerard Hastings, Kathryn Angus, Carol Bryant : The SAGE Handbook of Social Marketing before purchasing it in order to gauge whether or not it would be worth my time, and all praised The SAGE Handbook of Social Marketing:

For the first time, this benchmark handbook brings together a systematic framework and state-of-the-art thinking to provide complete coverage of the social marketing discipline. It presents a major retrospective and prospective overview of social marketing, helping to define and shape its current and future developments by: - examining the defining elements of social marketing, their intellectual origins, evolution, current status and direction of travel; - discussing how these have been used in practice, emphasising emerging areas and recent innovations; and - setting the

agenda for future research and development in the discipline. For academics, this book will fill the gap in comprehensive social marketing literature, while being of interest to policymakers and post-graduate marketing and health studies students alike as it explores the idea that tools used to market fast-moving consumer goods and financial services can also be applied to pressing social problems.

This SAGE Handbook marks an important milestone in the history of social marketing. Not only does its publication acknowledge just how far we've come in the past four decades, but this reference manual provides social marketers with a valuable overview of the field today and thought provoking discussions of cutting edge issues that will shape our futurePhilip Kotler, Northwestern University and Nancy R. Lee Social Marketing Services, Inc This SAGE Handbook marks an important milestone in the history of social marketing. Not only does its publication acknowledge just how far weprime;ve come in the past four decades, but this reference manual provides social marketers with a valuable overview of the field today and thought provoking discussions of cutting edge issues that will shape our futurePhilip Kotler, Northwestern University and Nancy R. Lee Social Marketing Services, Inc (Philip Kotler and Nancy R. Lee 2011-10-07)This SAGE Handbook marks an important milestone in the history of social marketing. Not only does its publication acknowledge just how far weprime;ve come in the past four decades, but this reference manual provides social marketers with a valuable overview of the field today and thought provoking discussions of cutting edge issues that will shape our futurePhilip Kotler, Northwestern University and Nancy R. Lee Social Marketing Services, Inc About the AuthorKathryn joined the Institute for Social Marketing (formerly thenbsp;Centrenbsp;for Social Marketing at the University of Strathclyde) in 2001. She has extensive experience in designing literature searches and conducting evidence-based reviews on a variety of public health and social topics. Over the past few years she has co-authored systematic and other evidence-based reviews for a range of funders on the effects of food promotion to children; the impact of alcohol marketing on young people; initiatives tonbsp;changenbsp;attitudes, knowledge and behaviour; young people and smoking; and initiatives to encourage individuals to use the outdoor environment for physical activity.