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Nancy Lee and Philip Kotler, in their book *Social Marketing: Influencing Behaviors for Good*, discuss the ten steps to creating a strategic social marketing plan: The Scoping Phase: Step 1: Describe the social issue, background, purpose, and focus for the plan. The social issue is one the project is intended to address.

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Social Marketing: Influencing Behaviors for Good - PA ...

North Carolina. Behavior change marketing, also known as social marketing, is the term public health professionals use to refer to marketing that builds awareness about a social issue, like wear your seatbelt, don ' t smoke, get a mammogram and recycle. But social marketing is more than just building awareness.

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8 strategies to motivate behavior change: social marketing ...

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.

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Social marketing : influencing behaviors for good in ...

As Kotler and Lee (2008) emphasized, “ social marketing is about influencing behav- iors ” ; “ [s]imilar to commercial sector marketers who sell goods and services, social marketers are selling behaviors ” (p. 8).As they elaborated, social marketers typically

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Social Marketing for Public Health

Encompassing extensive marketing material, the creator of *Social Marketing: Changing Behaviors for Good* 5th Edition (978-1452292144) strove to create an exhaustive publication on the subject matter of Business & Economics / Marketing / General and similar subjects.

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Successful social marketing holds the power to change the world. For almost two decades, *Social Marketing: Behavior Change for Social Good* has been the definitive guide for designing and implementing memorable social marketing campaigns. Bestselling authors Nancy R. Lee and Philip Kotler present a proven 10 Step Strategic Social Marketing Planning Model and guides students and practitioners through each stage of the process.

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Social Marketing | SAGE Publications Inc

*Social Marketing: Changing Behaviors for Good* is the definitive textbook for the planning and implementation of programs designed to influence social change. No other text is as comprehensive and foundational when it comes to taking key marketing principles and applying them to campaigns and efforts to influence social action.

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Social Marketing : Influencing Behaviors for Good by Nancy ...

Consumer Behaviour is an effort to study and understand the buying tendencies of consumers for their end use. Social factors play an essential role in influencing the buying decisions of consumers. Human beings are social animals. We need people around to talk to and discuss various issues to reach to better solutions and ideas.

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Social Factors affecting Consumer Behaviour

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.

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