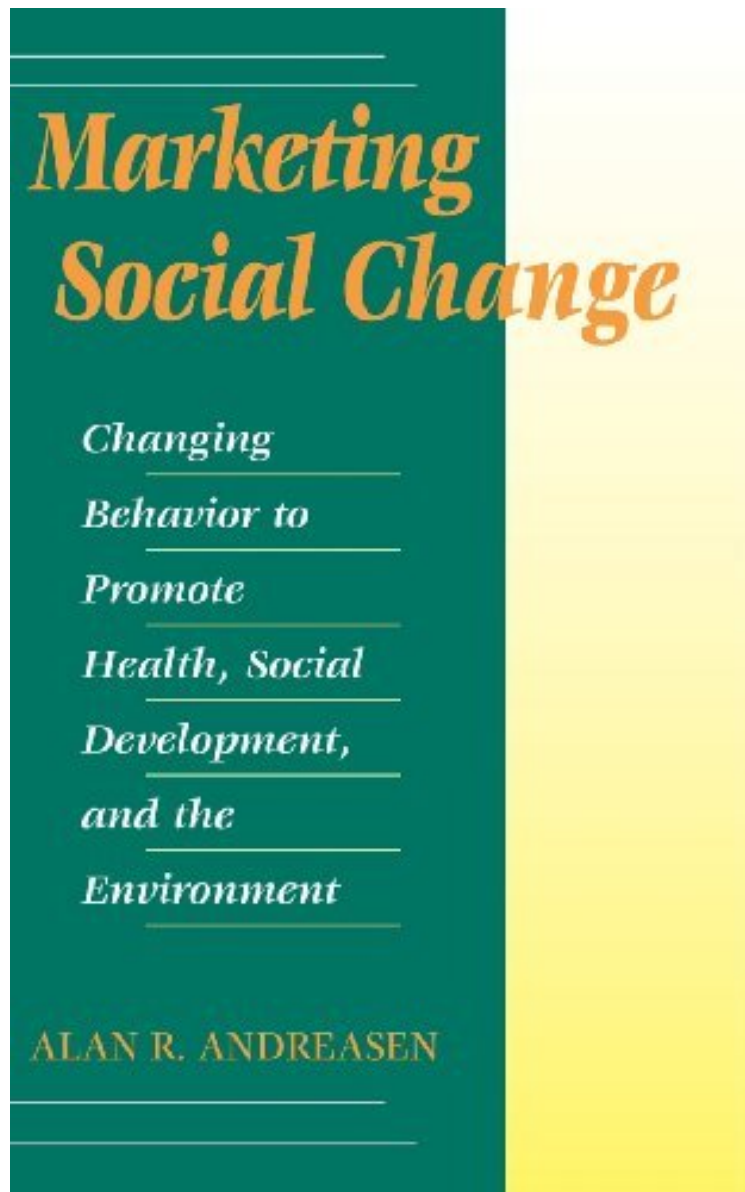


(Free and download) Marketing Social Change: Changing Behavior to Promote Health, Social Development, and the Environment

# Marketing Social Change: Changing Behavior to Promote Health, Social Development, and the Environment

*Alan R. Andreasen*

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**Alan R. Andreasen : Marketing Social Change: Changing Behavior to Promote Health, Social Development, and the Environment** before purchasing it in order to gage whether or not it would be worth my time, and all praised Marketing Social Change: Changing Behavior to Promote Health, Social Development, and the Environment:

16 of 17 people found the following review helpful. Very good basic book on social marketing  
By B. McEwan  
This book provides a very good overview of social marketing. I use this as a text book in a graduate course that I teach and find it useful in giving students a clear idea of how social marketing relates to the broader topic of nonprofit marketing, without requiring them to wade through all of the additional information that a more general marketing textbook would offer. Author Alan Andreason is a leading thinker on the topic of social marketing and has organized this relatively short book in a straightforward manner that makes it easy to separate the preparatory work from the actual execution of social marketing plans. The one complaint I have about this book, and the reason that I have not awarded it five stars, is that the examples used are less than exciting and I find that I need to supplement this book with additional titles so that my students get the bigger picture of how social marketing principles play out in various cultures around the world, not just in the United States. For those who are looking to expand their understand of social marketing in the developing world and in emerging economies, see also Marketing the Public Sector by Seymour Fine. Sadly, this great book is a bit dated, as it was published in 1992, but balanced with this Andreason book (or a comparable book by Philip Kotler) you will be able to give yourself a solid grasp of the topic.

0 of 0 people found the following review helpful. Gives helpful direction in the development of planning and development of strategies for change.  
By R. R. Hixson  
Taking the issue of affecting behavioral change out of the therapy room and into the community. This subject is compatible with the discussion of the understanding the role of integration of the mind and body in the study of medical and mental health disorders and diseases.

3 of 5 people found the following review helpful. The definitive book  
By A Customer  
This is the best book to give you grounding in social marketing. It also is a handy reference that you'll go back to again and again. It's well written and very accessible.

This important book offers a revolutionary approach to solving a range of social problems--drug use, smoking, unsafe sex, and overpopulation--by applying marketing techniques and concepts to change behavior. For example, it shows that at-risk teenagers are consumers who decide whether or not to "buy" safe sex practices. This successful approach is based on Alan R. Andreasen's more than twenty years of experience in consulting, teaching, and research with social marketing programs around the world. Andreasen shows that effective social change starts with a thorough understanding of the needs, wants, and perceptions of the target consumer--who has ultimate control over the outcomes. The book offers a detailed explanation of how to design a step-by-step program that will move the customer from ignorance and indifference to action and ultimately maintenance of that action. Marketing Social Change offers a wealth of information for developing an effective social marketing plan.

From the Inside Flap  
The world is faced with a daunting array of social problems and has limited resources with which to combat them. As many as five million children, who live in countries scattered around the globe, die each year from diseases and infections such as malaria, tetanus, and measles. Why must these innocent children die from diseases that we know how to cure? Marketing Social Change offers a revolutionary approach to solving a range of social problems--drug use, smoking, unsafe sex, and overpopulation--by applying marketing techniques and concepts to change behavior. For example, it shows that at-risk teenagers are consumers who decide whether or not to "buy" safe sex practices. This successful approach is based on Alan R. Andreasen's more than twenty years' experience of consulting, teaching, and research with social marketing programs around the world. In this important book, Andreasen shows that effective social change starts with a thorough understanding of the needs, wants, and perceptions of the target consumer--who has ultimate control over the outcomes. The book offers a detailed explanation of how to design a step-by-step program that will move the customer from ignorance and indifference to action and ultimately maintenance of that action. Marketing Social Change offers a wealth of information for developing an effective social marketing plan. This valuable resource book offers public health officials, social service agencies, educators, students, and health care and nonprofit professionals a state-of-the-art approach to marketing social behavioral change.

From the Back Cover  
Offers a revolutionary approach to solving a range of social problems--drug use, smoking, unsafe sex, and overpopulation--by applying marketing techniques and concepts to change behavior. For example, it shows that at-risk teenagers are consumers who decide whether or not to "buy" safe sex practices. Shows that effective special change starts with a thorough understanding of the needs, wants, and perceptions of the target consumer--who has ultimate control over the outcomes. Offers a detailed explanation of how to design a step-by-step program that will move the customer from ignorance and indifference to action and ultimately maintenance of that action. A wealth of information for developing an effective social marketing plan.

About the Author  
ALAN R. ANDREASEN is professor of marketing and dean for faculty affairs at the School of Business of Georgetown University. Andreasen is also an internationally known marketing consultant who has worked with numerous organizations including the National Endowment for the Arts, the Public Broadcasting System, and the U.S. Agency for International Development, the National Cancer Institute, the United Way of America. He is the coauthor (with Philip Kottler) of Strategic Marketing for Nonprofit Organizations (4th ed., 1991), and the author of Cheap But Good Marketing Research (1991).