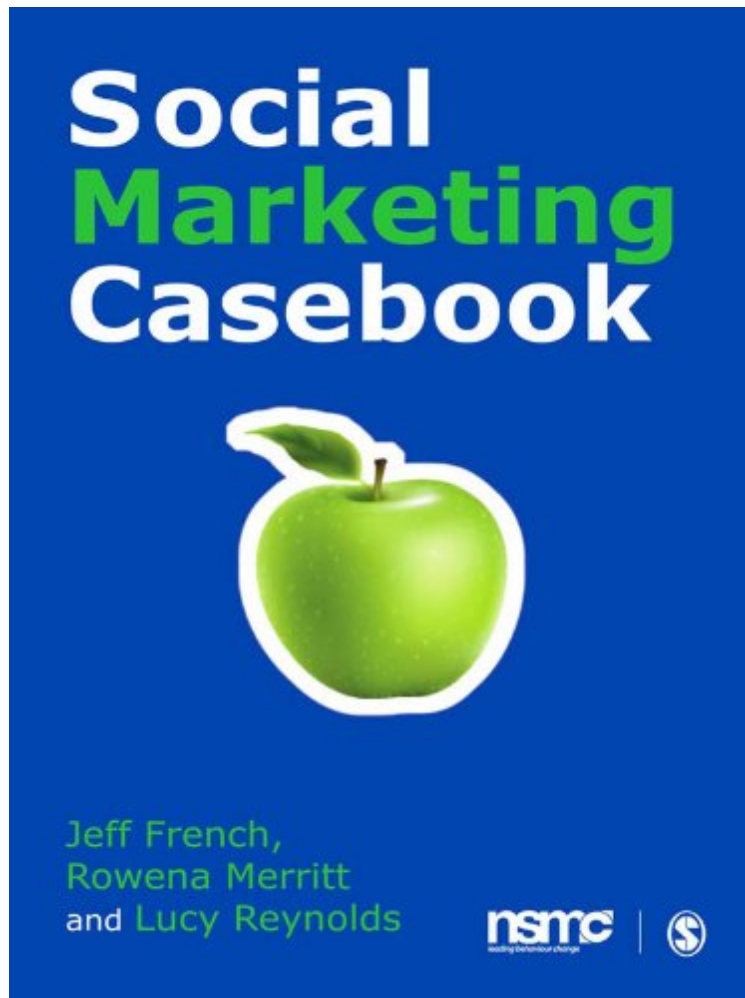


(Library ebook) Social Marketing Casebook

## Social Marketing Casebook

*Jeff French, Rowena Merritt, Lucy Reynolds*  
DOC | \*audiobook | ebooks | Download PDF | ePub



DOWNLOAD



+

READ ONLINE

#2714714 in eBooks 2011-10-03 2013-12-10 File Name: B00HWAQN3E | File size: 62.Mb

**Jeff French, Rowena Merritt, Lucy Reynolds : Social Marketing Casebook** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Social Marketing Casebook:

Electronic Inspection Copy available for instructors here Social Marketing Casebook brings together for the first time a dedicated collection of social marketing case studies and vignettes from around the world. Each case study is explored from the scoping and research stage right through to evaluation, providing the reader with a complete overview of the most important building blocks in social marketing and how these can be applied to the real world, including:- Insights from the key people involved in social marketing and the identification of the common themes associated with successful social marketing strategies.- An international range of cases from the health, environmental and civic sectors, from national and governmental programmes to local, small-budget interventions;- Comprehensive coverage

of the whole process, from strategy, and implementation, through to the challenges and lessons learned; and- Academic exercises, discussion questions and references to reinforce student learning. This book demystifies social marketing for undergraduate and postgraduate marketing and health studies students, as well as practitioners in government, public institutions, NGOs and private organisations looking to develop more effective social change programmes.

This casebook is another first-rate addition to the growing armamentarium of seminal works in social marketing for both practitioners and students. It effectively combines theory and frameworks with detailed case studies that make concepts and tools much more than academic exercises Alan R. Andreasen Professor of Marketing, Georgetown University Good marketing builds on what has been learned by others and this publication, with its case studies, offers a great way for social marketers to accelerate their learning by borrowing from the experiences of others Iain Potter CEO, The Health Sponsorship Council, New Zealand This casebook is another first-rate addition to the growing armamentarium of seminal works in social marketing for both practitioners and students. It effectively combines theory and frameworks with detailed case studies that make concepts and tools much more than academic exercises Alan R. Andreasen Professor of Marketing, Georgetown University Good marketing builds on what has been learned by others and this publication, with its case studies, offers a great way for social marketers to accelerate their learning by borrowing from the experiences of others Iain Potter CEO, The Health Sponsorship Council, New Zealand About the Author Professor Jeff French has over 30 years' experience of evaluating and developing leading behavior change projects, social marketing programmes and communications strategies at international and local levels. Jeff and has published over 80 chapters, articles and books in the fields of behavior change, social marketing, community development, health promotions and communications. He is Visiting Professor at Brunel University and Brighton University, a Fellow at King's College London and teaches at four other UK Universities. Until 2009 Jeff managed the National Social Marketing Centre and is currently Chief Executive of Strategic Social Marketing Ltd. Dr Rowena Merritt has more than 10 years' experience working in the communication and marketing field in the private and public sectors. She currently works as the Research Manager at the National Social Marketing Centre and previously led on Local Practitioner Development where she set up the award-winning National Demonstration Site scheme, funded by the Department of Health. Rowena has published widely and regularly guest lectures at a number of universities in Britain, Hong Kong and the USA. Dr Lucy Reynolds founded the National Social Marketing Centre's widely acclaimed evidence resource, ShowCase, and is an expert in UK and international social marketing evidence. Lucy has published widely on social marketing theory and practice, in a academic, health and environment journals, as well as appearing on Radio 4. Lucy is a senior consultant at Finnamore, the UK's largest independent health consultancy, where she specialises in health inequalities, performance transformation and assets management.