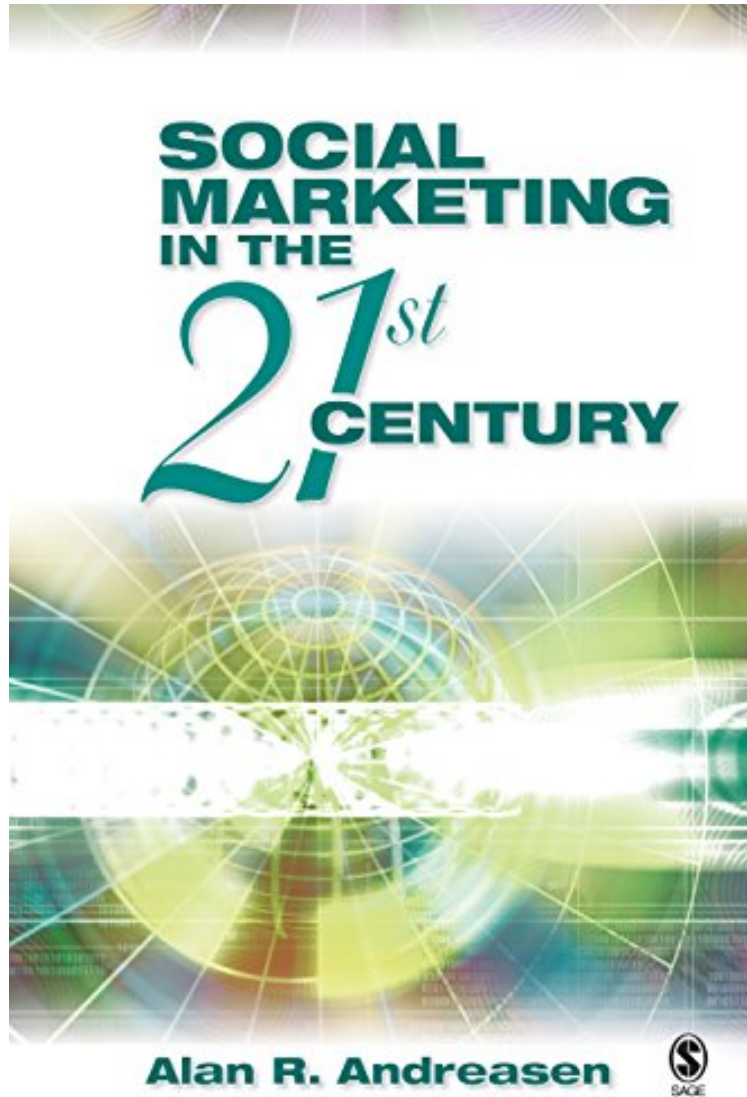


Social Marketing in the 21st Century

Alan R. Andreasen

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Alan R. Andreasen : Social Marketing in the 21st Century before purchasing it in order to gage whether or not it would be worth my time, and all praised Social Marketing in the 21st Century:

0 of 2 people found the following review helpful. Thanks!By SarahThis item was received on time and in the condition promised. I am very happy with this purchase. Thanks a bunch!7 of 9 people found the following review helpful. Excellent Upstream plus Concepts and Tools for Social Marketing DescriptionsBy Jim Grizzelli think you'll find its descriptions of "upstream" social marketing and the concepts and tools from Dr. Alan Andreasen helpful for becoming more aware of how comprehensively social marketing really ought to be done.We're usually using "downstream" social marketing to influence behavior (staying with a behavior like not smoking or changing to a more

health enhancing behavior) in individuals. "Upstream" targets audiences or audience segments of people (often in organizations like media, script writers, hospital, private sector/commercial business people, even legislators) to influence their behavior to do things to help us change the environment, policies or provide other services or information for the downstream individuals. In both cases Andreasen says great social marketers have a "slavish attention to target audiences" to learn about their interests, needs, thinking, attitudes, knowledge before creating any programs or interventions. Andreasen uses theories those in health promotion use but some are named differently or, possibly, business terminology. The process is to use stages of change for your target audience, BCOS (benefits, costs: like decisional balance; O for others who influence us; S for self-assurance maybe like Theory of Planned Behavior or Theory of Reasoned Action) plus Competition. The book has many very good examples of good approaches to conducting social marketing. 0 of 1 people found the following review helpful. Brazilian Social Marketing - Words of Peace By Ivete S. B. Mattos It is very important for marketing TV Show in Brazil - Words of Peace! With voluntary organization, Words of Peace is aired in more than 200 TV Channels in 100 cities. It is a great success. Now, it is time to go ahead with Social Marketing approach and this book will assist it in several ways.

The goal of this cutting edge book is to reposition social marketing so that foundations, government agencies, and various nonprofits will approach social change in a way that reaches both upstream and downstream individuals in society. Author Alan R. Andreasen outlines potential roles, restates fundamental principles, and then suggests how social marketing might be applied to a sample of nontraditional challenges. nbsp; nbsp;

Andreasen makes an inspiring case for taking the traditional social marketing model to new markets in order to influence more rapid and sustainable social change, as well as to ensure a longer life cycle for the social marketing brand nbsp; I am certain I will use it as material for a course and for seminars. b -- Nancy Lee, MBA

(11/01/2005) b Andreasen's book finally bridges upstream and downstream approaches to social change and takes a both-and approach rather than either-or... The variety of examples throughout the book makes the text come alive nbsp; It is a richly referenced book that is clear and presents some complex concepts in an easy to understand way b I would absolutely consider adopting this text! b -- Mike Newton-Ward (11/01/2005) Andreasen's book finally bridges upstream and downstream approaches to social change and takes a both-and approach rather than either-or... The variety of examples throughout the book makes the text come alive nbsp; It is a richly referenced book that is clear and presents some complex concepts in an easy to understand way I would absolutely consider adopting this text! -- Mike Newton-Ward (11/01/2005) ???

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Professor Andreasen is a member of several academic and professional associations and serves on the editorial boards of the Journal of Consumer Policy, the Journal of Consumer Research, Social Marketing Quarterly, and the Journal of Public Policy and Marketing. He is also past president of the Association for Consumer Research and is currently Interim Executive Director of the Social Marketing Institute. Professor Andreasen's publications include 16 books and over one hundred articles and conference papers. His most recent books are Ethics in Social Marketing [Georgetown University, 2001], Strategic Marketing in Nonprofit Organizations, 6th ed., (co-authored with Philip Kotler of Northwestern University) [PH, 2003], Marketing Research that Won't Break the Bank [Jossey-Bass, 2003] and Marketing Social Change [Jossey-Bass, 1995]. Professor Andreasen is a consultant to the World Bank, the American Cancer Society, the Centers for Disease Control and Prevention, Boys and Girls Clubs, and others. He also conducts executive seminars worldwide for a diversified set of non-profit and private sector organizations and several government agencies.