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Soggetti	Social marketing Marketing Nonprofit organizations Entrepreneurship Social responsibility of business
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Nota di contenuto	Social Marketing Cases: Environment -- Social Marketing Cases: Public Health -- Social Marketing Cases: Society, Culture and Education -- Social Marketing Cases: Safety and Security. .
Sommario/riassunto	Social marketing has become an indispensable tool for all types of organizations worldwide. This book presents high-quality cases on the development, implementation, and analysis of different social marketing campaigns that have been created by non-governmental organizations, public administrations, and even businesses. The respective cases reflect the fact that, although social marketing was initially employed by public administrations and NGOs, the number of campaigns developed by all type of organizations, including businesses, is on the rise; in fact, Corporate Social Marketing is now considered to be one of the main CSR initiatives at businesses around the globe. Pursuing an international approach, the cases in the book explore social marketing practices from a diverse set of countries and cultures around the world. .