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Nota di contenuto	Social Marketing and Social Change: Strategies and Tools for Health, Well-Being, and the Environment; Copyright; Contents; Figures and Tables; Figures; Tables; Acknowledgments; Preface; The Author; Chapter 1: The History and Domains of Social Marketing; Learning Objectives; The Change We Need: New Ways of Thinking About Social Issues; Wicked Problems and Their Solution; Why Use Social Marketing?; What Is Social Marketing?; A Historical Perspective; The Beginnings of Social Marketing Practice; Beyond Contraceptive Social Marketing; The Evolution of Social Marketing in Developed Countries Other Marketing Influences on Social Marketing Summary; Key Terms; Discussion Questions; Chapter 2: Principles of Social Marketing; Learning Objectives; The Characteristics of Social Marketing; How Can We Use Social Marketing?; Strategic Social Marketing; Carrots, Sticks, and Promises; People and Places Framework; An Integrative Model for Social Marketing; Designing Integrated Social Marketing Programs; Markets and Social Marketing; Example of the Health Information

Marketplace; Ethics for Social Marketing; Summary; Key Terms; Discussion Questions
Chapter 3: Determinants, Context, and Consequences for Individual and Social Change Learning Objectives; Why Use Theory?; Vital Behaviors and Sources of Influence; Learning New Behaviors Versus Changing Them; An Integrative Model of Behavior Prediction; The Process of Behavior Change Framework; From Individual to System Levels of Analysis: Changing Scales of Reality; Behavioral Economics; Mindspace; Diffusion of Innovations; Design Thinking; Service Design; Social Networks; Building Communities; Shifting from Individuals to Markets; The Essence of Markets; Markets and Society; Summary
Key Terms Discussion Questions; Chapter 4: Segmentation and Competition; Learning Objectives; Segmentation; Why Do Segmentation?; Segmentation: The First Critical Marketing Decision; Segmentation and Profiling; Rediscovering Segmentation; Rediscovering Specific Population Groups; How to Tell If Your Segmentation Scheme Is Worthwhile; Competition; Competition in the Marketplace for Innovation: One Laptopper Child; Competition and Social Change; Competition and Behavior; Summary; Key Terms; Discussion Questions;
Chapter 5: Moving from Descriptions of People to Understanding, Empathy, and Insight
Learning Objectives The Depth Deficit; Moving Beyond Superficial Understanding; The Empathy Link; Priority Group Personas or Archetypes; Personas for Priority Groups to Address Concurrent Sexual Partnerships; Persona Development for Programs Focusing on Moms; The Creative Brief; The Vital Function of the Planner; Insight; Designing Research for Empathy, Insight, and Inspiration; Phases of Formative Research; Formative Research Should Be a Conversation; Putting Innovation into Your Research; Summary; Key Terms; Discussion Questions
Chapter 6: The Consumer Experience as the Marketer's Touchpoint

Sommario/riassunto

"Focusing on the use of marketing principles and techniques to develop population-based health promotion and disease prevention programs, this book features a practical emphasis for incorporating a marketing orientation and marketing techniques to address the diverse range of issues and problems that are encountered in the practice of public health. Its comprehensive view of social marketing includes its research base, its applications to a diverse set of social problems, and the focus on the public health field. The book promotes social marketers as scientists-practitioners who must understand the theory and research of social marketing as it is applied to designing effective social change programs"--Provided by publisher.
