

1. Record Nr.	UNINA9910480908603321
Titolo	Social marketing to protect the environment [[electronic resource]] : what works / / Doug McKenzie-Mohr ... [et al.]
Pubbl/distr/stampa	Los Angeles, [Calif.] ; ; London, : SAGE, c2012
ISBN	1-4833-4946-2 1-4522-2431-5
Descrizione fisica	1 online resource (257 p.)
Altri autori (Persone)	McKenzie-MohrDoug <1959->
Disciplina	658.8/02 658.802
Soggetti	Social marketing Green marketing Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	section I. Introduction -- section II. Influencing behaviors in the residential sector -- section III. Influencing behaviors in the commercial sector -- section IV. Going forward.
Sommario/riassunto	In this work the focus turns to the environment and how social marketing can be successful to change environmental behaviour. The text begins with a definition of the social marketing model and includes a discussion of various tools that can be used to develop social marketing strategies.