

1. Record Nr.	UNISALENT0991003381199707536
Autore	Ferro, Gaetano
Titolo	Geografia e libertà : temi e problemi di geografia umana / Gaetano Ferro
Pubbl/distr/stampa	Bologna : Patron, 1983
Descrizione fisica	251 p. : ill. ; 21 cm.
Collana	Geografia e organizzazione dello sviluppo territoriale ; 10
Disciplina	910
Soggetti	Geografia Insediamenti umani
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910512173503321
Titolo	Applied Social Marketing and Quality of Life : Case Studies from an International Perspective / / edited by M. Mercedes Galan-Ladero, Reynaldo G. Rivera
Pubbl/distr/stampa	Cham : , : Springer International Publishing : , : Imprint : Springer, , 2021
ISBN	3-030-83286-4
Edizione	[1st ed. 2021.]
Descrizione fisica	1 online resource (422 pages)
Collana	Applying Quality of Life Research, Best Practices, , 2213-9958
Disciplina	306
Soggetti	Quality of life Marketing Mass media Well-being Political planning Motivation research (Marketing) Quality of Life Research Media Sociology Well-Being Public Policy Market Psychology

Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di contenuto	<p>Theoretical Background: Social Marketing & Quality Of Life -- Health: Disease Prevention And Risk Behavior -- "Laboratory Of Hemoderivative: Commitment To The Quality Of Life. Social Marketing Campaign "Donate Plasma, Donate Smiles"" -- The Importance Of Social Marketing In Skin Cancer Prevention: The Case Of Portugal -- Quality Of Life As An Outcome Disclosure Of Positive Appeals In Social Advertisements: The Case Of Hiv/Aids Prevention Campaigns -- Covid-19 Pandemic & Social Marketing: Enhancing Quality Of Life In A Global Health Crisis -- From "Stoptober" In The Uk To "Mois Sans Tabac" In France: How To Import And Evaluate A Complex And Large-Scale Social Marketing Campaign -- Promoting Quality Of Life Through A Social Marketing Campaign For Road Safety -- Case Study: Micro Documentary "Prevention On The Web" For School Children In The City Of El Alto (Bolivia). A Proposal For Its Improvement -- Social Marketing, Quality Of Life, Well-Being, And Violence Against Women: Analysis Of The Hashtag #Metoo -- Safe & Healthy Lifestyles -- "For A Million Steps": The Use Of Social Marketing And Wearable Devices In The Promotion Of Physical Exercise To Achieve Quality Of Life -- "The Behobia – San Sebastian Race. Promoting Sport, Health And The Quality Of Community Life" -- An Original Social Marketing Campaign To "Try Vegan": Effectiveness And Impact On Quality Of Life -- The Impact Of Sustainable Food Systems On Quality Of Life: Innovating Hospital Food For Health, Healing And Well-Being Of People And Planet -- "Pakistan Without Waste": Improving The Quality Of Life Through Corporate Social Marketing -- La Hormiga Verde As A Case Of Social Marketing To Improve The Quality Of Life Through Recycling Waste Electrical And Electronic Equipment (Weee) -- Social Marketing For Flood Risk Management: A Local Communication Campaign In Spain -- We Stay Well Together: A Social Marketing Campaign -- Inclusion & Interpersonal Relationships -- Case Mosca Hnos.: Breaking Gender Stereotypes Through The Game -- Quality Of Life Marketing, Innovation And Change Management: The Rasti Robotics And Education Team -- Promoting Inclusive Education In Nigeria - Diary Of A Special Needs Mum Initiative -- "Disability, Labour Inclusion And Social Marketing In Spain: The Once Foundation Case" -- Corporate Activism And Quality Of Life: Starbucks Corporation Case Study -- Enhancing Women's Quality Of Life And Empathy Through A Micro-Learning Social Marketing Strategy -- Social Marketing Actions In Small-Format Convenience Stores: The Case Of Oxxo In Mexico -- The Power Of Color In Communities: The Social Impact Program 'Comex For A Well Done Mexico' -- A Marketing Contribution To The Recognition Of Regional And Local Brands: "Portugal Sou Eu" Case Study.</p>
Sommario/riassunto	<p>This book discusses how various social marketing campaigns have taken up and had an impact on important aspects of quality of life across the world. The chapters bring up case studies from different regions, showing how successful social marketing campaigns have been instrumental in addressing public health challenges, discrimination and exclusion, violence, and inequity; and in changing public perceptions in different countries and through public and nonprofit organizations, but also through businesses. Thus, this book approaches social marketing from a quality-of-life (QOL) marketing</p>

philosophy, taking an international perspective. It includes 26 case studies discussing how social marketing campaigns were developed and implemented in specific cases related to disease prevention and risk behavior, safe and healthy lifestyles, and inclusion and interpersonal relationships. It also covers social marketing campaigns related to COVID-19 in various countries. The book is both comprehensive and provides in-depth understanding of every case, and is useful for research, policy making, development communication and social marketing. Graduate students, researchers, practitioners, and social marketers alike will find this book interesting.
