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Autore	Deshpande Sameer
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Nota di contenuto	Cover; Contents; Foreword; Part I: Understanding Social Marketing; 1 - Defining Social Marketing; 2- 10 Steps in the Strategic Marketing Planning Process; 3 - 16 Tips for Success; Part II: Analyzing the Social Marketing Environment; 4 - Determining Research Needs and Options; 5 - Choosing a Purpose and Focus for Your Plan and Conducting a Situation Analysis; Part III: Selecting Target Audiences, Objectives, and Goals; 6 - Segmenting, Evaluating, and Selecting Target Audiences; 7 - Setting Behavior Objectives and Goals 8 - Identifying Barriers, Benefits, the Competition, and Influential OthersPart IV: Developing Social Marketing Strategies; 9 - Crafting a Desired Positioning; 10 - Product: Creating a Product Platform; 11 - Price: Determining Monetary and Nonmonetary Incentives and Disincentives; 12 - Place: Making Access Convenient and Pleasant; 13 - Promotion: Deciding on Messages, Messengers, and Creative Strategies; 14 - Promotion: Selecting Communication Channels; Part V: Managing Social Marketing Programs; 15 - Developing a Plan for Monitoring and Evaluation 16 - Establishing Budgets and Finding Funding17 - Creating an Implementation Plan and Sustaining Behavior; Epilogue; Appendix; Name Index; Subject Index; About the Authors
Sommario/riassunto	This book, an adaptation of Nancy R. Lee and Philip Kotler's highly successful book Social Marketing: Influencing Behaviors for Good, 4th Edition, is structured around the ten-step marketing planning process

that trains and encourages those in positions responsible for influencing public behaviors to undertake a systematic and comprehensive approach to behaviour change rather than jumping to the stage of producing just ads or distributing condoms. The book will convince readers when employing social marketing, it takes more than this. The book illustrates the planning process, importance of re

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