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Descrizione fisica	1 online resource (xiv, 235 p.) : ill
Altri autori (Persone)	McKenzie-MohrDoug <1959->
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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.