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Nota di contenuto	chapter 1. The history and domains of social marketing -- chapter 2. Principles of social marketing -- chapter 3. Determinants, context, and consequences for individual and social change -- chapter 4. Segmentation and competition -- chapter 5. Moving from descriptions of people to understanding, empathy, and insight -- chapter 6. The consumer experience as the marketer's touchpoint -- chapter 7. Strategic positioning and brands -- chapter 8. Embedding marketing in programs and organizations : developing strategy -- chapter 9. Using marketing mix components for program development -- chapter 10. Monitoring and evaluation -- chapter 11. Personal and community engagement in change -- chapter 12. Social technologies for social marketing and social change -- chapter 13. Social marketing for dissemination and program sustainability -- chapter 14. Management and innovation.

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.
