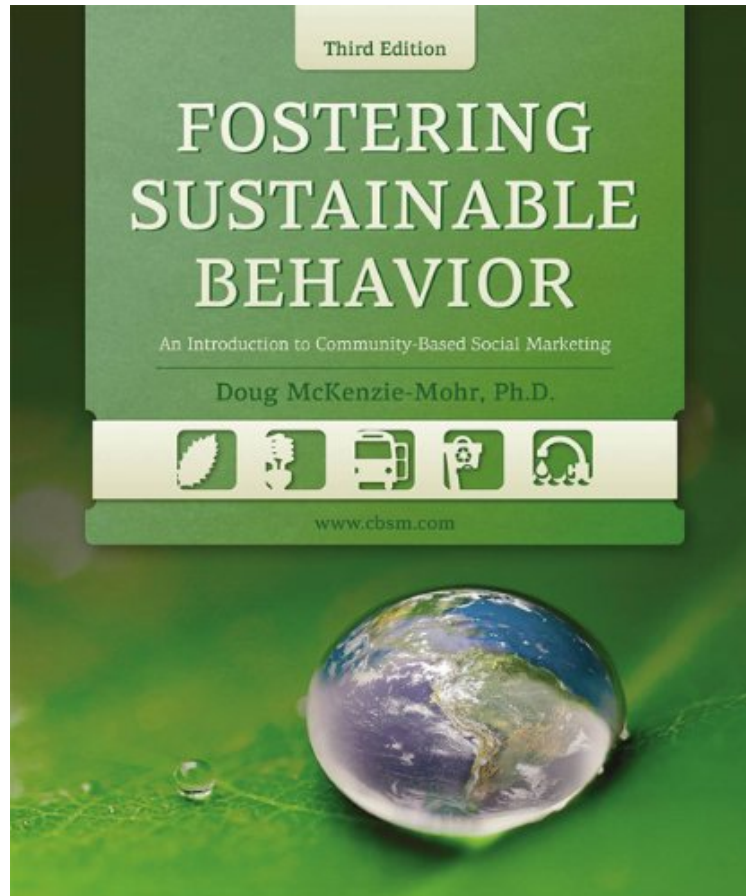


Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing

Doug McKenzie-Mohr
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Doug McKenzie-Mohr : Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing before purchasing it in order to gauge whether or not it would be worth my time, and all praised Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing:

2 of 2 people found the following review helpful. Review #1 from Grad Student Jena BarbeBy Dodd GalbreathThe Community-Based Social Marketing steps and tools presented in Fostering Sustainable Behavior introduced me to a new way of approaching changing norms. Some of the concepts seem basic but with the hustle of daily life I sometimes forget to approach challenges in a positive, structured nature. The idea our society has become so complex that education alone does not promote change is a challenge I face daily. Without continual reinforcement, reminders, and sometimes firing workers who cannot follow the simplest instructions such as not smoking onsite makes me realize it is not just the construction field facing these challenges!The case studies focused mainly on social diffusion, prompts, and commitment. `Canada's "Turn it Off" Campaign' relied on commitment from motorists, stickers, and ultimately social diffusion by influencing others to participate so they would feel as if they were part of the group. Social diffusion was also shown to be effective in the `Protecting Watersheds' case study by direct communication and

literature distribution. 'The Reducing Outdoor Water Use' case study also proved commitment, direct communication, and prompts were the most effective way to foster social norms in a community. Commitments were again proved successful in the 'Using Email to Change Behavior' by communicating regularly to ensure DEP staff was following through with their commitment. This method is also very cost efficient! The other two case studies 'Increasing Hotel Towel Reuse' used descriptive norms as means to encourage energy conservation while 'Making Biking Convenient' case study did not address anything besides convenience as a strategy. Overall, the case studies proved sustainable practices can become a norm through different strategies. I felt as if the case studies could have included more information to encompass all five steps. The book reiterates the same topics and I felt as if the organization could use improvement. For example, focus groups are referenced in Step 2 and Step 3, but I felt the statements about financial reimbursement were unnecessary and none of the case studies utilized focus groups. The quote by Albert Einstein "Setting an example is not the main means of influencing another; it is the only means," is the most effective way to foster sustainable behavior in my opinion. Leading by example is the only way to outwardly show commitment and obtain credibility.

0 of 0 people found the following review helpful. Five Stars
By laurynGood info1 of 1 people found the following review helpful. A must read for anyone interested in achieving real, measurable social change
By Spencer Critchley
Social marketing is marketing that seeks to make the world better in some way. This is the best all-in-one guide to what works in social marketing that I've ever seen. It focuses on sustainability-oriented campaigns, but the principles apply to all forms of social change.

To attain a sustainable future, we must change many of our everyday actions. This completely revised and updated edition of *Fostering Sustainable Behavior* shows how community-based social marketing is key to overcoming barriers and resistance, and creating new social norms.

I highly recommend the definitive and must read book *Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing Third Edition* by Doug McKenzie-Mohr, to anyone serious about creating a sustainable environment policy or plan, and for implementing a system of community-based social marketing. This book will be read over and over again, and makes the ideal textbook for developing and enriching behavioral change regarding sustainability and the environment. Read the landmark and now classic guide *Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing Third Edition* by Doug McKenzie-Mohr, and discover some fresh thinking, and a community based approach to sustainable development. This book provides the framework to transform people's behavior and their lives as they change their behavior and attitudes toward the environment and sustainability.

Wayne Hurlbert - Blog Business World