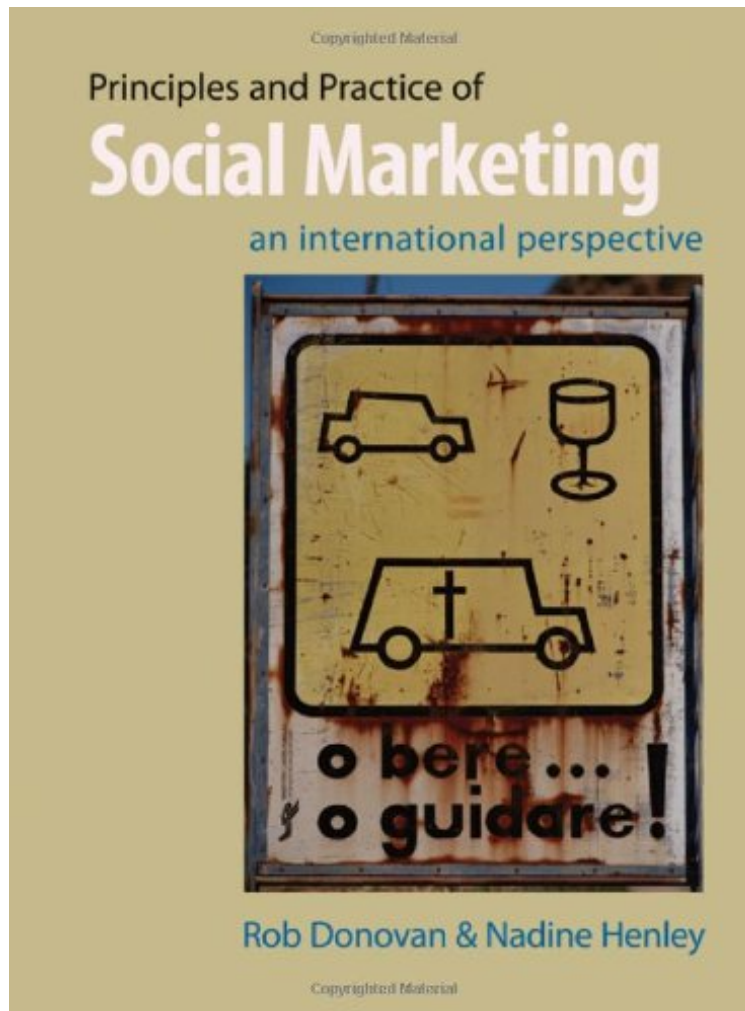


Principles and Practice of Social Marketing

Rob Donovan, Nadine Henley

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This fully updated edition combines the latest research with real-life examples of social marketing campaigns the world over to help you learn how to apply the principles and methods of marketing to a broad range of social issues. The international case studies and applications show how social marketing campaigns are being used across the world to influence changes in behaviour, and reveal how those campaigns may differ according to their cultural context and subject matter. Every chapter is fully illustrated with real-life examples, including campaigns that deal with racism, the environment and mental health. The book also shows how social marketing influences governments, corporations and

NGOs, as well as individual behaviour. The author team combine research and teaching knowledge with hands-on experience of developing and implementing public health, social welfare and injury prevention campaigns to give you the theory and practice of social marketing.

About the Author Rob Donovan is Professor of Behavioural Research at the Centre for Behavioural Research in Cancer Control in the Faculty of Health Sciences, Adjunct Professor of Social Marketing and Co-Director of the Social Marketing Research Unit at Curtin Business School, Curtin University, Western Australia. Nadine Henley is Professor of Social Marketing, Director of the Centre for Applied Social Marketing Research and Associate Dean of Research and Higher Degrees for the Faculty of Business and Law at Edith Cowan University, Western Australia.