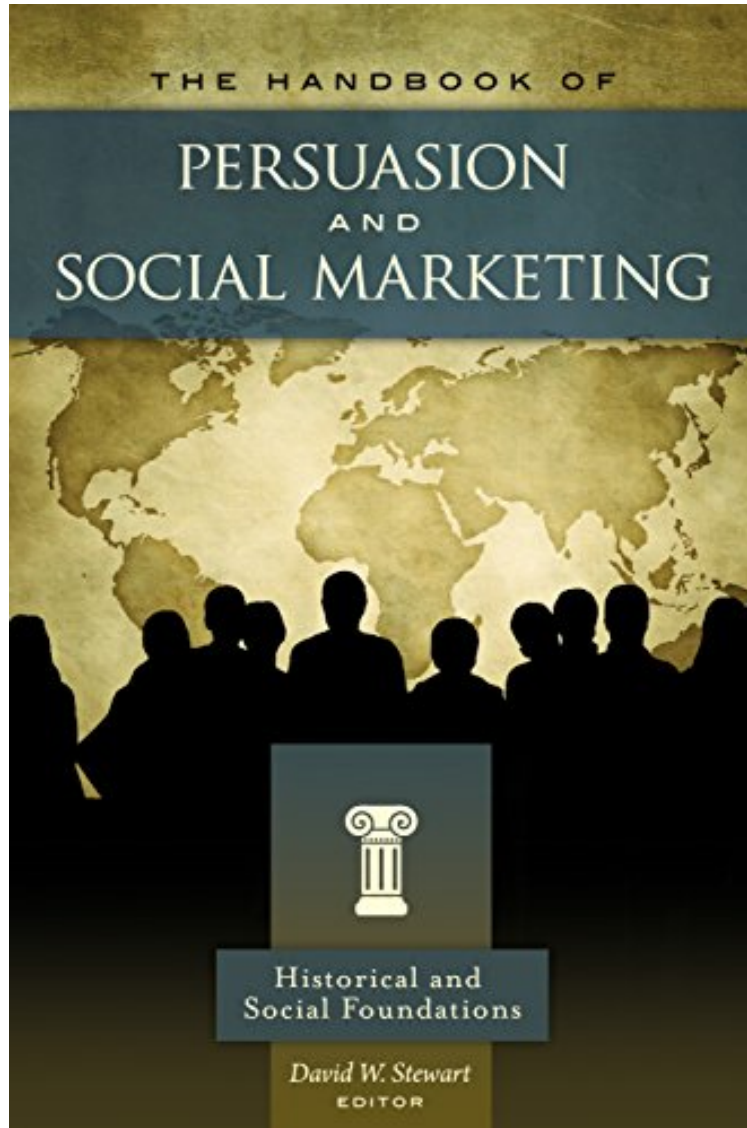


[Mobile book] The Handbook of Persuasion and Social Marketing [3 volumes]

The Handbook of Persuasion and Social Marketing [3 volumes]

From Praeger

*ebooks | Download PDF | *ePub | DOC | audiobook*



DOWNLOAD



+

READ ONLINE

#4226002 in eBooks 2014-12-17 2014-12-17 File Name: B00T3FY09A | File size: 19.Mb

From Praeger : The Handbook of Persuasion and Social Marketing [3 volumes] before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Handbook of Persuasion and Social Marketing [3 volumes]:

This timely set traces the evolution of social marketing from its deep roots in psychology, religion, and politics to its current role as an influencer of societal and behavioral change.bull; Includes contributions from scholars in the fields

of marketing, psychology, health communications, sociology, environmental sustainability, economics, statistics, law, advertising, and journalism bull; Explains how to plan a campaign to encourage and facilitate behavioral changebull; Offers a rich set of applications in a wide variety of settings, including health, environment, family planning, food, well-being, and economic development, all with deep philosophic and theoretical groundingbull; Illuminates the variety of philosophical approaches to social marketing ranging from the idea that awareness alone can bring about change, to the view that persistent nudging will deliver results, to the position that only strong social control can create the "right" outcome

"More expansive and recent than The Sage Handbook of Social Marketing (2011), this set would be a valuable addition to any academic library's business collections. Summing Up: Highly recommended. Upper-level undergraduates through researchers/faculty. - ChoiceAbout the AuthorDavid W. Stewart, PhD, is President's Professor of Marketing and Law at Loyola Marymount University in Los Angeles, CA.