

Social Marketing

Lazer and Kelly

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Social Marketing Perspectives And Viewpoints

Gerard Hastings



Social Marketing Perspectives And Viewpoints:

Social Marketing William Lazer, Eugene J. Kelley, 1973 Social Marketing William Lazer, Eugene J. Kelley, 1973

The SAGE Handbook of Social Marketing Gerard Hastings, Kathryn Angus, Carol Bryant, 2011-11-15 For the first time this benchmark handbook brings together a systematic framework and state of the art thinking to provide complete coverage of the social marketing discipline. It presents a major retrospective and prospective overview of social marketing helping to define and shape its current and future developments by examining the defining elements of social marketing: their intellectual origins, evolution, current status and direction of travel, discussing how these have been used in practice, emphasising emerging areas and recent innovations and setting the agenda for future research and development in the discipline. For academics, this book will fill the gap in comprehensive social marketing literature while being of interest to policymakers and post graduate marketing and health studies students alike as it explores the idea that tools used to market fast moving consumer goods and financial services can also be applied to pressing social problems. *Tourism and Social Marketing* C. Michael Hall, 2014-02-24 Social Marketing is the utilisation of marketing principles and methods to encourage individual and organisational behaviour change for the public good. Traditionally the domain of government, it is increasingly also utilised by non government and non profit organisations and other institutions of civil society as a non regulatory means to achieve policy and public good goals. At a time when concerns over tourism's contribution to undesirable environmental, economic and social change is greater than ever, social marketing strategies are important for encouraging more appropriate and desirable behaviours by tourists and the tourism industry. *Tourism and Social Marketing* is the first book to comprehensively detail the relevance of social marketing principles and practice to tourism destination management and marketing. By considering this relationship and application of social marketing approaches to key issues facing contemporary tourism development such as the environment, this book provides significant insights into how the behaviours of visitors and businesses may be changed so as to develop more sustainable forms of tourism and improve the quality of life of destination communities. It further provides a powerful impetus to the development of tourism related forms of sustainable consumption and the promotion of ethical tourism and marketing. This innovative book is comprehensive in scope by considering a variety of relevant fields relevant to tourism and social marketing practice including health, non profit organisations, governance, the politics of marketing and consumption, consumer advocacy and environmental and sustainable marketing. It integrates selected international case studies to help tourism students engage with the broader debates in social marketing, governance and the politics of behaviour change and shows the relationship of theory to practice. Written by a leading authority in the field, topical and integrative, this book will be valuable reading for students, scholars and researchers in tourism. **Social Marketing and Public Health** Jeff French, 2010 Social marketing uses established commercial marketing tools and principles to influence behaviour change and is increasingly becoming a major tool in health promotion.

This book will provide an international account of the theory and practice behind social marketing **Strategic Social Marketing** Jeff French, Ross Gordon, 2019-11-08 Adopting an international approach and offering a broader context this second edition of Strategic Social Marketing presents social marketing principles in a strategic critical and reflexive way illustrating the value of applying marketing to solve social problems including A brand new chapter on evaluation Updated advances in relevant research and theorizing New vignettes and short case studies to illustrate theories throughout the text The authors explore the reasons why marketing should be an integral component of all social programme design and delivery when looking to achieve social good while progressing on to the nature and application of social marketing rethinking traditional concepts such as value and exchange in the social context Their hands on features then let students lay out strategy plans frameworks and tactics to influence behaviours **The Handbook of Persuasion and Social Marketing**

David W. Stewart, 2014-12-17 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 Few realize that the methods behind the social marketing discipline are not new but are based on traditional sales techniques reengineered to advocate social responsibility Since emerging the movement has prompted a rapid change in how we communicate and what we say Funding from government agencies foundations and organizations like the National Cancer Institute and the American Heart Association have prompted campaigns that promote healthy behaviors and deter unhealthy actions In this three volume set a panel of experts take an unprecedented look at this marketing phenomena as a means of influencing behaviors that benefit individuals and society overall This comprehensive collection examines the role of persuasion in a marketing context The book's central theme is woven throughout each of the three volumes volume one focuses on the conceptual and philosophical foundations of the trend the second part addresses its theoretical and strategic dimensions and the final section discusses applications to specific societal issues like personal public and environmental caretaking disease prevention good nutrition and safe sex Chapters address campaign planning regulatory and compliance issues and the measurement of outcomes

Ethics in Social Marketing Alan R. Andreasen, 2001-02-05 Social marketing is being adopted by a growing number of government and nonprofit organizations around the world because of its power to bring about important social changes An array of commercial marketing concepts and techniques has been applied to problems ranging from child abuse to teen smoking to environmental neglect However in crafting these programs agencies face complex ethical challenges For example is it acceptable to exaggerate risk and heighten fear if doing so saves more lives What if improving the lives of one group has negative effects on another How does a marketing campaign respect a group's culture while calling for fundamental change within it In *Ethics in Social Marketing* ten contributors draw on their professional experience and the literature of ethics to set forth a range of problems and offer frameworks for their resolution They introduce philosophical rules and practical models to guide decision making and they focus on such complex issues as unintended consequences ethical marketing

alliances and professional ethical codes The book not only introduces students to the special moral and ethical burdens of social marketing but also challenges practitioners to address difficult issues that are easily minimized or avoided

Social Entrepreneurship Constant Beugré, 2016-11-03 Social entrepreneurship differs from traditional forms of entrepreneurship in that the primary goal of the social venture is to address social problems and needs that are as yet unmet The driving force of such ventures is social value creation This new textbook aims to provide a comprehensive cutting edge resource for students introducing them to the unique concerns and challenges that face social ventures through a comparison with the principles of traditional entrepreneurship The book consists of fourteen chapters covering all aspects of venture creation and management from writing a business plan to financing people management marketing and social impact measurement Social Entrepreneurship uses real life examples and sources to expose students to contemporary developments in the field encouraging them to think critically about the issues faced by social ventures across the globe and experiential exercises and assignments are included to provide students with hands on experience in creating and managing their own social ventures Also containing review and application questions illustrative cases definitions of key terms and a comprehensive companion website Social Entrepreneurship is the essential guide to this rapidly emerging field Visit the companion website at www.routledge.com/cw/beugre to find For Instructors PowerPoint slides Multiple choice questions For Students Extra illustrative cases Web links Links to video

The Routledge Handbook of Tourism and Sustainability C. Michael Hall, Stefan Gossling, Daniel Scott, 2015-02-11 Routledge Handbook of Tourism and Sustainability from C Michael Hall Stefan Gossling Daniel Scott is one of the winners of the ITB Book Awards 2016 in the category Specialist tourism literature Sustainability remains one of the major issues in tourism today Concerns over climate and environmental change the fallout from the global economic and financial crisis and the seeming failure to meeting UN Millennium development goals have only reinforced the need for more sustainable approaches to tourism however they be defined Given the centrality of sustainability in tourism curricula policies research and practice it is therefore appropriate to prepare a state of the art handbook on the relationship between tourism and sustainability This timely Handbook of Tourism and Sustainability is developed from specifically commissioned original contributions from recognised authors in the field providing a systematic guide to the current state of knowledge on this area It is interdisciplinary in coverage and international in scope through its authorship and content The volume commences with an assessment of tourism s global environmental e g climate emissions energy use biodiversity water use land use and socio economic effects e g economic impacts employment and livelihoods culture This then provides the context for sections outlining the main theoretical frameworks and constructs that inform tourism and sustainability management tools and approaches and the approaches used in different tourism and travel industry sectors The book concludes by examining emerging and future concerns in tourism and sustainability such as peak oil post carbon tourism green economy and transition tourism This is essential reading for students researches and academics interested in the

possibilities of sustainable forms of tourism and tourism's contribution to sustainable development. Its assessment of tourism's global impact along with its overviews of sectoral and management approaches will provide a benchmark by which the sustainability of tourism will be measured for years to come.

Regulation and Best Practices in Public and Nonprofit Marketing Lucica Matei, 2010. The volume contains the papers presented during the 9th International Congress of the International Association on Public and Nonprofit Marketing (IAPNM) entitled Regulation and Best Practices in Public and Nonprofit Marketing. Structured in accordance with the sessions of the mentioned Congress, the volume includes papers and relevant contributions on marketing research development in the public administration, healthcare, and social assistance; higher education; local development; and more generally, nonprofit organizations. The social marketing-specific issues take an important part of the volume, giving the diversity of the approached topics as well as the large number of researchers concerned with this matter. Though of small dimensions, the contents of the sessions dedicated to the revival and reinvention of public marketing must be underlined, as well as the transfer of public marketing best practices to the South Eastern European states. Publishing this volume represents a term of the interest expressed by over 40 academic and research groups in Europe and other continents with interests in the public and nonprofit marketing field, as well as in other European states bodies that develop specific empirical studies.

Marketing Management in Africa George Tesar, Steven W. Anderson, Hassimi Traore, Jens Graff, 2018-04-27. This book focuses on strategies for developing consumer markets in Africa using concepts and techniques from marketing entrepreneurship and project management. The authors argue that entrepreneurial activity in Africa is rapid but limited and requires a structured approach to drive success. Beginning with an introductory chapter that frames the socio-economic and technological developments in Africa, readers are introduced to the conceptual model that provides this structured approach in four logical parts: The creative stage, Entrepreneurial and enterprise activities, Understanding consumer behavior and market segments, and A project management-based framework. This multidisciplinary approach is supplemented with many examples and cases from a variety of sectors including health care, wind and solar power, and mobile technology. Through these, readers are able to understand how the model is implemented in reality to drive innovative economic and social development. **Marketing Management in Africa** will prove a valuable companion to any student of marketing or entrepreneurship with a particular interest in Africa.

Marketing, Morality and the Natural Environment Andrew Crane, 2002-01-04. This volume provides a new look at marketing and, in particular, the move to establish ostensibly green marketing. Presenting evidence from extensive case studies, these concerns are addressed through an examination of managers and employees' understanding of the green marketing activities and processes that take part in their organizations.

Power Shifts and Global Governance Ashwani Kumar, Dirk Messner, 2011. **Power Shifts and Global Governance: Challenges from South and North** presents an eclectic theoretical framework for emerging architectures of global governance through examining country and regional case studies from the perspective of great power shifts in the

twenty first century The book analytically and empirically explores the role of global civil society discusses the implications of the rise of India and China analyses regional security issues in Latin America and the Middle East and develops proposals for possible summit and UN reforms *The Routledge Companion to Critical Marketing* Mark Tadajewski,Matthew Higgins,Janice Denegri-Knott,Rohit Varman,2018-09-21 The Routledge Companion to Critical Marketing brings together the latest research in Critical Marketing Studies in one authoritative and convenient volume The world s leading scholars and rising stars collaborate here to provide a survey of this lively subdiscipline In doing so they demonstrate how a critical approach yields an enriched understanding of marketing theory and practice its role in society and its relationship with consumers themselves It is the first attempt to capture the state of Critical Marketing research in many years As such this seminal work is unmissable for scholars and students of marketing and consumer research as well as those exploring sociology media studies anthropology and consumption scholarship more generally **The Marketing Matrix** Gerard Hastings,2013-05-02 In the hands of the corporate sector marketing has turned us into spoilt consumption obsessed children who are simultaneously wrecking our bodies psyches and planet Given the fiduciary duties of the corporation notions like consumer sovereignty customer service and relationship building are just corrosive myths that seduce us into quiescence whilst furnishing big business with unprecedented power Corporate Social Responsibility the ultimate oxymoron and its country cousin Cause Related Marketing are just means of currying favour amongst our political leaders and further extending corporate power So it is time to fight back As individuals we have enormous internal strength collectively we have and can again change the world indeed marketing itself is a function of humankind s capacity to cooperate to overcome difficulties and way predates its co option by corporations From the purpose and resilience Steinbeck s sharecroppers we re the people we go on through Eisenhower s alert and knowledgeable citizenry to Arundhati Roy s timely reminder about the wisdom of indigenous people are not relics of the past but the guides to our future there are lots of reasons for optimism If these talents and strengths can be combined with serious moves to contain the corporate sector it is possible to rethink our economic and social priorities The book ends with a call to do just this This compelling and accessible book will be of interest across the social sciences and humanities and indeed to anyone who has concerns about the current state of consumer society It will also be particularly useful reading for those marketing students who d prefer a critical perspective to the standard ritualization of their discipline *Health Promotion Practice* Maggie Davies,Wendy Macdowall,2006-11-01 This book considers the key steps in the practical application of health promotion It starts by showing how it is first necessary to determine the needs of a population and to review the scientific evidence to justify intervening The wide range of approaches available are considered including Motivational interviewing Theatre Mass media Social marketing Community development Public policy Finally it discusses how to plan health promotion programmes how to evaluate them and how to expand their impact by scaling up the activities to larger populations MARKETING MANAGEMENT, Second Edition GOVINDARAJAN,

M.,2007-09-13 The primary focus of this book is on building up a conceptual framework for developing marketing strategies for the corporate enterprise The book offers an insight into each facet of the marketer's role in relationship to an organization It highlights the knowledge the skills and the competencies necessary for marketers to succeed in today's competitive world and bridges the gap between the theory of marketing and the realities of the high tech market This NEW edition includes comprehensive coverage of the fundamentals of marketing and a discussion on market focused business strategy It offers several case study scenarios that let students analyse decisions and practices of marketing wisdom There is a series of chapter vignettes on contemporary issues in marketing Chapter end self testing material includes a summary numerous review questions and several discussion questions to help students understand the major concepts and tools of marketing This book is primarily written for postgraduate students of Business Administration MBA for courses in Principles of Marketing Marketing Management This book can also be used to advantage by undergraduate students of Business Administration BBA for courses in marketing and by students of engineering where an elective course on Marketing Management is prescribed

Inside Marketing Detlev Zwick,Julien Cayla,2011-02-24 Marketing is a ubiquitous feature of contemporary society and its presence in our lives is something we are ever more aware of as the intensity and scope of its activities has increased Inside Marketing offers a critical perspective on marketing and its growing influence on today's world from a pre eminent group of scholars and practitioners

Critical Marketing Pauline Maclaran,Michael Saren,Christina Goulding,Richard Elliott,Miriam Caterall,2012-06-25 Marketing is still widely perceived as simply the creator of wants and needs through selling and advertising and marketing theory has been criticized for not taking a more critical approach to the subject This is because most conventional marketing thinking takes a broadly managerial perspective without reflecting on the wider societal implications of the effects of marketing activities In response this important new book is the first text designed to raise awareness of the critical ethical social and methodological issues facing contemporary marketing Uniquely it provides The latest knowledge based on a series of major seminars in the field The insights of a leading team of international contributors with an interdisciplinary perspective A clear map of the domain of critical marketing A rigorous analysis of the implications for future thinking and research For faculty and upper level students and practitioners in Marketing and those in the related areas of cultural studies and media Critical Marketing will be a major addition to the literature and the development of the subject

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