



Strategic Social Marketing

Jeff French, Ross Gordon

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‘For anyone interested in great social marketing practice in the 21st century, and how it needs to adapt as our understanding of behaviour change evolves, this publication is chock full of good practice and smart strategy.’

Dan Metcalfe, Deputy Director - Marketing, Public Health England, UK

Strategic Social Marketing takes a systemic approach to explaining and illustrating the added value of applying marketing to solve social problems.

The authors present social marketing principles in a strategic, critical and reflexive way to help engender social good via the effectiveness and efficiency of social programmes in areas such as Health, Environment, Governance and Public Policy. In illustrating how it can be applied, the text places Strategic Social Marketing in a global context, giving examples and case studies from around the world.

Set into a clear structure it:

- Takes you through an exploration of why marketing should be an integral component of all social programme design and delivery when looking to achieve social good
- Moves on to the nature and application of social marketing, rethinking traditional concepts such as ‘value’ and ‘exchange’ in the social context
- Lays out the ‘how to’ so you can create fully realised strategy, plans, frameworks and tactics to influence behaviours.

Strategic Social Marketing is accompanied by a companion website, featuring free resources for marketing students and lecturers. Visit the **Strategic Social Marketing** website.

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