



The Handbook of Persuasion and Social Marketing

[3 volumes]

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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.

- Includes contributions from scholars in the fields of marketing, psychology, health communications, sociology, environmental sustainability, economics, statistics, law, advertising, and journalism
- Explains how to plan a campaign to encourage and facilitate behavioral change
- 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 grounding
- 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

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