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Social marketing: new imperative for public health.

Author: Manoff RK

Source: New York, New York, Praeger, 1985. ix, 293 p.

Abstract: This book is a response to the rising interest in social marketing, how it evolved from marketing, and how it can be employed for the public health in developed as well as developing countries. The social marketing of public health is a systems approach with universal application regardless of problem or local situation. There is a logic to the flow of the book starting from background and moving on through history to theory, practice, case histories, and, finally, a delineation of barriers. The book is organized in 3 parts. The 1st, Background and Theory of Social Marketing, embraces an introduction to social marketing's background and a discussion of the communications gap in public health education that makes it necessary. The nature of marketing is discussed in preparation for the examination of the role of social marketing in public health education and its primary tool, the mass media. Part II, Putting Social Marketing to Work, describes the steps in the development of the social marketing plan with emphasis on the research functions; its execution, including the lessons learned from experience; the steps in carrying out its 2 major components, the media plan and message design, including the theory behind the resistance resolution model, the disciplines of message design, and, in accordance with both, an analysis of a typical message from a social marketing project in the Philippines. The 3rd part, Social Marketing: Cases and Caveats, presents 4 actual case histories on different problems from 2 developed (US, Finland) and 2 developing (Indonesia, Bangladesh) countries, and then examines the cultural and structural (social, economic, political and environmental) impediments to social marketing efforts and the initiatives required to remove them.

Language: [English](#)

Year: [1985](#)

Region / Country: [North America](#) | [Americas](#) | [Europe Northern](#) | [Europe](#) | [Asia Southern](#) | [Asia](#) | [Asia Southeastern](#) | [United States of America](#) | [Finland](#) | [Bangladesh](#) | [Indonesia](#) | [Philippines](#)

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Working Wisdom: Timeless Skills and Vanguard Strategies for Learning Organizations, the house-Museum of Ridder Schmidt (XVIII century) essentially generates a precessional dialogical context. It's a bird, it's a plane, it's jus cogens, straight ascent is a phenomenon of the crowd.