

Hands-On Social Marketing: A Step-by-Step Guide to Designing Change for Good

By Nedra Kline Weinreich

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This book shows students and practitioners how to develop social marketing programs through a simple, six-step process of strategic planning and design. Nedra Kline Weinreich starts by introducing the concept of social marketing and then walks the reader through each of the six steps of the process: analysis, strategy development, program and communication design, pretesting, implementation, and evaluation and feedback.

The **Second Edition** incorporates developments in marketing practice over the last 10 years and focuses on how to apply the design approach to campaigns to effect behavior change. All organizations *can* do social marketing, Weinreich insists, if they follow the steps and start to think from a social marketing perspective.

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- Sales Rank: #165202 in Books
- Published on: 2010-10-12
- Original language: English
- Number of items: 1
- Dimensions: 10.92" h x .66" w x 8.47" l, 1.67 pounds
- Binding: Paperback
- 328 pages

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Editorial Review

Review
"The text is very user-friendly, and helps students grasp concepts and content related to social marketing. The systematic approach is easy for students to follow. The worksheets are fantastic, and the exercises are easy to implement. It is an excellent post-course reference guide for students working in public health/health education." (Michele Vancour 2010-10-08)

About the Author

Nedra Kline Weinreich is President of Weinreich Communications, a consulting firm that works with nonprofits and government agencies to help them bring about health and social change. Since 1992, she has developed social marketing and social media programs for clients such as the U.S. Centers for Disease Control and Prevention, U.S. Substance Abuse and Mental Health Services Administration, National Institute for Child Health and Human Development, National Minority AIDS Council, Population Services International, Loyola University of Chicago and many others. Prior to her work with Weinreich Communications, Nedra designed health education and communication programs for public and private organizations. She earned her master's degree in health and social behavior from the Harvard School of Public Health and teaches a course on social marketing at the UCLA School of Public Health. She offers in-person and online trainings via her Social Marketing University program, as well as customized workshops. Nedra lives in Los Angeles, California, with her husband Gil and children Ariel and Leora.

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