

SOCIAL MARKETING RESOURCES

1. Hands-On Social Marketing: A Step-by-Step Guide

by Nedra Kline Weinreich
Sage Publications (June 1999)

The main message of this book is that you can do social marketing yourself. You do not need to hire a high-priced advertising agency or spend large sums of money to put these ideas into practice. This book emphasizes low-cost research methods and tells how to stretch a small budget without sacrificing quality. The biggest investment you will need to make is mental not material -- it is simply to develop the understanding needed to begin thinking from a social marketing perspective (<http://www.social-marketing.com/book.html>).

2. Social Marketing: Improving the Quality of Life

by Philip Kotler, Ned Roberto, Nancy Lee
Paperback, Sage Publications; 2nd edition (March 2002)

This book turns social marketing into a step-by-step process so that anyone can plan and execute an effective social marketing campaign. Actual cases and research efforts richly support each of the eight steps in the process. More than 25 in-depth cases, almost 100 examples of social marketing campaigns, and ten research highlights are included in the text to represent the scope of research methodologies. The appendix includes worksheets for each step to complete a marketing plan for students and practitioners. The methodologies in this text have been classroom tested and refined by students who prepared marketing campaigns using this eight step planning process (<http://www.amazon.com>).

3. Marketing Social Change: Changing Behavior to Promote Health, Social Development, and the Environment

by Alan R. Andreasen
Hardcover, Jossey-Bass Publishers (October 1995)

This important book offers a revolutionary approach to solving a range of social problems--drug use, smoking, unsafe sex, and overpopulation--by applying marketing techniques and concepts to change behavior. Andreasen shows that effective social change starts with a thorough understanding of the needs, wants, and perceptions of the target consumer--who has ultimate control over the outcomes. The book offers a detailed explanation of how to design a step-by-step program that will move the customer from ignorance and indifference to action and ultimately maintenance of that action. Marketing Social Change offers a wealth of information for developing an effective social marketing plan (<http://www.amazon.com>).