



# Social Marketing: Changing Behaviors for Good

*Nancy R. Lee, Philip A. Kotler*

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**Social Marketing: Changing Behaviors for Good** Nancy R. Lee, Philip A. Kotler  
*Turning Principle into Practice*

**Social Marketing: Changing Behaviors for Good** is the definitive textbook for the planning and implementation of programs designed to influence social change. No other text is as comprehensive and foundational when it comes to taking key marketing principles and applying them to campaigns and efforts to influence social action. Nancy R. Lee (a preeminent lecturer, consultant, and author in social marketing) and Philip Kotler (an influential individual in the field who coined the term “social marketing” in 1971 with Gerald Zaltman) demonstrate how traditional marketing principles and techniques are successfully applied to campaigns and efforts to improve health, decrease injuries, protect the environment, build communities and enhance financial well-being. The **Fifth Edition** contains more than 26 new cases highlighting the 10 step planning model, and a new chapter describing major theories, models and frameworks that inform social marketing strategies and inspire social marketers.

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