



# **Social Marketing and Social Change: Strategies and Tools For Improving Health, Well-Being, and the Environment**

*R. Craig Lefebvre*

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## **Social Marketing and Social Change: Strategies and Tools For Improving Health, Well-Being, and the Environment** R. Craig Lefebvre

How can we facilitate more effective, efficient, equitable and sustainable solutions to the problems that confound our communities and world? Social marketing guru R. Craig LeFebvre weaves together multi-level theories of change, research and case studies to explain and illustrate the development of social marketing to address some of society's most vexing problems. The result is a people-centered approach that relies on insight and empathy as much as on data for the inspiration, design and management of programs that strive for changes for good. This text is ideal for students and professionals in health, nonprofit, business, social services, and other areas.

“This is it -- *the* comprehensive, brainy road map for tackling wicked social problems. It's all right here: how to create and innovate, build and implement, manage and measure, scale up and sustain programs that go well beyond influencing individual behaviors, all the way to broad social change in a world that needs the help.”—**Bill Novelli, Professor, McDonough School of Business, Georgetown University, former CEO, AARP and founder, Porter Novelli and the Campaign for Tobacco-Free Kids**

“I'm unaware of a more substantive treatise on social marketing and social change. Theoretically based; pedagogically focused; transdisciplinary; innovative; and action oriented: this book is right for our time, our purpose, and our future thinking and action.”—**Robert Gold, MS, PhD, Professor of Public Health and Former Dean of the School of Public Health at the University of Maryland, College Park**

“This book -- like its author -- is innovative and forward-looking, yet also well-grounded in the full range of important social marketing fundamentals.”—**Edward Maibach, MPH, PhD, University Professor and Director, Center for Climate Change Communication, George Mason University**

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