



Strategic Social Marketing

By Jeff French, Ross Gordon

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'For anyone interested in great social marketing practice in the 21st century, and how it needs to adapt as our understanding of behaviour change evolves, this publication is chock full of good practice and smart strategy.'

Dan Metcalfe, Deputy Director - Marketing, Public Health England, UK

Strategic Social Marketing takes a systemic approach to explaining and illustrating the added value of applying marketing to solve social problems. The authors present social marketing principles in a strategic, critical and reflexive way to help engender social good via the effectiveness and efficiency of social programmes in areas such as Health, Environment, Governance and Public Policy. In illustrating how it can be applied, the text places Strategic Social Marketing in a global context, giving examples and case studies from around the world.

Set into a clear structure it:

- Takes you through an exploration of why marketing should be an integral component of all social programme design and delivery when looking to achieve social good
- Moves on to the nature and application of social marketing, rethinking traditional concepts such as

- 'value' and 'exchange' in the social context
- Lays out the 'how to' so you can create fully realised strategy, plans, frameworks and tactics to influence behaviours.

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Editorial Review

Review

For anyone interested in great social marketing practice in the 21st century, and how it needs to adapt as our understanding of behaviour change evolves, this publication is chock full of good practice and smart strategy. (Dan Metcalfe)

The fields of behaviour change are at a crossroads. Do we continue to work in silos or do we start to work together? Social marketing is also at a crossroads: do we stick to the old paradigms or do we embrace new ways of thinking? As someone who is sometimes frustrated by the conservatism that can dominate social marketing thinking, I found this book refreshing. In my opinion French and Gordon really get to grips with these questions – and provide some answers. They do this by embracing the idea that social marketing can work in new ways, and they are not afraid to take on some marketing ‘sacred cows’ along the way. If you want your assumptions questioned – read this book. (Alan Tapp)

It forces us all, social marketers, to think broad (in terms of systems), to think big and deep, to be ambitious and systematic. Here are some adjectives that I associate with your book: Insightful, visionary, provocative, relevant, useful, unique, different (added-value). The book puts words and further structure to my own evolution as a practitioner and trainer... I really think your book is a major milestone in the evolution of social marketing.

(François Lagarde 2015-08-27)

Strategic Social Marketing by Jeff French and Ross Gordon provides a well-rounded view of social marketing that will broaden each reader's understanding of the concept. In a refreshing take on social marketing, they focus on strategic social marketing, which is defined as: “The systemic, critical and reflexive application of social marketing principals to enhance social policy selection, objective setting, planning and operational delivery” (p. 45). Taking a more macro view, this is different from other books on social marketing that focus on individual level behavior change almost exclusively.

Overall, this book is a phenomenal depository of postmodern thinking on social marketing. It has a refreshing viewpoint on social marketing and is sure to become the core reader for those interested in the broader macro-level issues with social marketing. (Ann-Marie Kennedy, Auckland University of Technology, New Zealand)

Strategic Social Marketing is a great read. It offers social marketing principles in a strategic as well as a critical way to help engender social good in a wide range of sectors, including health, environment, and government. The book should appeal to all readers —the practitioner, who might be looking for the right tools in his or her profession; the casual reader looking for insights to solutions for addressing evolving behavior change; and most importantly, the student seeking to gain the most up-to-date knowledge of the field in the twenty-first century. None of them will be disappointed. (Abhijit Roy, Professor of Marketing, University of Scranton)

About the Author

Professor Jeff French has over 30 years' experience of evaluating and developing leading behavior change

projects, social marketing programmes and communications strategies at international and local levels. Jeff and has published over 80 chapters, articles and books in the fields of behavior change, social marketing, community development, health promotions and communications. He is Visiting Professor at Brunel University and Brighton University, a Fellow at King's College London and teaches at four other UK Universities. Until 2009 Jeff managed the National Social Marketing Centre and is currently Chief Executive of Strategic Social Marketing Ltd.

Ross Gordon is Senior Lecturer in Marketing at the Department of Marketing and Management, Macquarie University, Sydney, Australia. He is also the President of the Australian Association of Social Marketing.

Users Review

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