



Principles and Practice of Social Marketing: An International Perspective

Rob Donovan, Nadine Henley

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Principles and Practice of Social Marketing combines the authors' practical commercial marketing know-how, hands-on experience in developing and implementing social marketing campaigns, and extensive involvement in formative and evaluative research across a broad variety of health and social policy areas. This new international edition will be essential reading for undergraduate and graduate courses in Social Marketing and for anyone involved in social marketing or health promotion, public health interventions, injury prevention or public welfare in general.

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