



# Social Marketing and Behaviour Change: Models, Theory and Applications

*Linda Brennan, Wayne Binney, Lukas Parker, Torgeir Aleti, Dang Nguyen*

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*'This is essential reading for social marketing practitioners, researchers and students. The book describes a comprehensive range of behaviour change theories of relevance to social marketing and is complemented with illustrative case studies to provide practical guidance on the use of the selected theories. I was amazed by its breadth and scope. Highly recommended reading.'*

- Michael Rothschild, University of Wisconsin, US

With a concise, yet comprehensive overview of the topic, *Social Marketing and Behaviour Change* features a review and analysis of the most validated models of behavior change, using case studies to illustrate these models in practice.

Divided into nine sections, the authors and contributors of this unique book discuss in detail the functions of various models including: cognitive, conative, affective, social-cultural and multi-theory - along with consumer behavior decision and social change models.

This visual and comprehensible multi-disciplinary book is accessible to professionals in a wide range of fields. In particular researchers and students in the field of social marketing will find the book an invaluable resource.

**Contributors:** T. Aleti, W. Binney, B.J. Biroscak, B. Broome, L. Brennan, C.A. Bryant, A.H. Courtney, O. Daly, M. Devaney, C. Domegan, S. Duane, K.M. Ekström, M.-L. Fry, D. Gallegos, R. Hamilton, M. Howick, J. Joyce, M. Khaliq, R.C. Lefebvre, J.H. Lindenberger, A.B. Mayer, R.J. McDermott, P. McHugh, Z. McQuilten, D. Murphy, D. Nguyen, A.D. Panzera, L. Parker, M.J. Polonsky, J. Previte, A.M.N. Renzaho, R. Russell-Bennett, J. Scott, A. Shahriar Ferdous, M.A. Swanson, A.P. Wright, W. Wymer

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