



# Social Marketing Casebook

*Jeff French, Rowena Merritt, Lucy Reynolds*

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Social Marketing Casebook brings together a dedicated collection of social marketing case studies and vignettes from around the world for the first time. Each case study is explored from the scoping and research stage to evaluation, providing the reader with a complete overview of the most important building blocks in social marketing and how these can be applied to the real world, including insights from the key people involved in social marketing and the identification of the common themes associated with successful social marketing strategies; an international range of cases from the health, environmental and civic sectors, from national and governmental programs to local, small-budget interventions; comprehensive coverage of the whole process, from strategy and implementation, to the challenges and lessons learned; and academic exercises, discussion questions and references to reinforce student learning.

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