



Marketing Public Health: Strategies To Promote Social Change

Michael Siegel, Lynne Doner Lotenberg

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Marketing Public Health: Strategies to Promote Social Change was designed to help public health practitioners understand basic marketing principles and strategically apply these principles in planning, implementing, and evaluating public health initiatives. The first edition has been widely used by public health practitioners at all levels of government and in the private sector as a tool to help run more effective campaigns to change individual behavior, improve social and economic conditions, advance social policies, and compete successfully for public attention and resources. This thoroughly revised, second edition includes new case studies, written by respected and well-known guest contributors from the front lines and will help illustrate the principles and strategies in a way that makes it immediately apparent to readers how the material can be used in modern, real-life public health campaigns. Current themes in the social marketing world, such as the concept of branding, have also been incorporated into the book in both its narrative and its case studies and examples.

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