

# Strategic Social Marketing

By Jeff French, Ross Gordon

Download now

Read Online →

## Strategic Social Marketing By Jeff French, Ross Gordon

Lecturers/Instructors - Request a free digital inspection copy here.

'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.

[Visit the Strategic Social Marketing Companion Website](#) - Featuring free resources for marketing students and lecturers.

↓ [Download Strategic Social Marketing ...pdf](#)

📄 [Read Online Strategic Social Marketing ...pdf](#)



# Strategic Social Marketing

*By Jeff French, Ross Gordon*

**Strategic Social Marketing** By Jeff French, Ross Gordon

Lecturers/Instructors - Request a free digital inspection copy here.

'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.

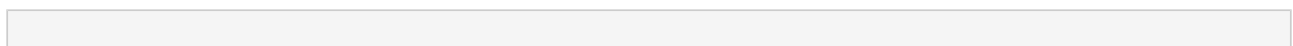
Set into a clear structure it:

- 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.

[Visit the Strategic Social Marketing Companion Website](#) - Featuring free resources for marketing students and lecturers.

## **Strategic Social Marketing By Jeff French, Ross Gordon Bibliography**

- Sales Rank: #1295548 in Books
- Brand: imusti
- Published on: 2015-05-20
- Released on: 2015-04-28
- Original language: English
- Number of items: 1
- Dimensions: 9.13" h x 1.01" w x 7.32" l, 1.75 pounds
- Binding: Paperback
- 448 pages



 [Download Strategic Social Marketing ...pdf](#)

 [Read Online Strategic Social Marketing ...pdf](#)

### 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 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**

### **From reader reviews:**

#### **John Espitia:**

Do you have favorite book? If you have, what is your favorite's book? E-book is very important thing for us to know everything in the world. Each book has different aim or goal; it means that e-book has different type. Some people really feel enjoy to spend their time to read a book. They are reading whatever they acquire because their hobby is actually reading a book. What about the person who don't like reading through a book? Sometime, particular person feel need book if they found difficult problem or maybe exercise. Well, probably you will require this Strategic Social Marketing.

#### **Therese Webb:**

Book is to be different for each grade. Book for children right up until adult are different content. As we know that book is very important for us. The book Strategic Social Marketing has been making you to know about other information and of course you can take more information. It is rather advantages for you. The e-book Strategic Social Marketing is not only giving you a lot more new information but also for being your friend when you feel bored. You can spend your spend time to read your guide. Try to make relationship with all the book Strategic Social Marketing. You never truly feel lose out for everything in case you read some books.

#### **Jennifer Knott:**

The experience that you get from Strategic Social Marketing is the more deep you looking the information that hide inside words the more you get thinking about reading it. It does not mean that this book is hard to recognise but Strategic Social Marketing giving you joy feeling of reading. The writer conveys their point in specific way that can be understood by means of anyone who read it because the author of this publication is well-known enough. This specific book also makes your vocabulary increase well. That makes it easy to understand then can go along, both in printed or e-book style are available. We highly recommend you for having this kind of Strategic Social Marketing instantly.

**Bruce Hensley:**

Many people spending their time frame by playing outside together with friends, fun activity using family or just watching TV the whole day. You can have new activity to enjoy your whole day by reading a book. Ugh, ya think reading a book can definitely hard because you have to take the book everywhere? It ok you can have the e-book, taking everywhere you want in your Smartphone. Like Strategic Social Marketing which is having the e-book version. So , why not try out this book? Let's see.

**Download and Read Online Strategic Social Marketing By Jeff French, Ross Gordon #CHQIWBSO709**

## **Read Strategic Social Marketing By Jeff French, Ross Gordon for online ebook**

Strategic Social Marketing By Jeff French, Ross Gordon Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Strategic Social Marketing By Jeff French, Ross Gordon books to read online.

## **Online Strategic Social Marketing By Jeff French, Ross Gordon ebook PDF download**

**Strategic Social Marketing By Jeff French, Ross Gordon Doc**

**Strategic Social Marketing By Jeff French, Ross Gordon Mobipocket**

**Strategic Social Marketing By Jeff French, Ross Gordon EPub**

**CHQIWBSO709: Strategic Social Marketing By Jeff French, Ross Gordon**