

# Social Marketing: From Tunes to Symphonies

By MR Gerard Hastings (Pr, Christine Domegan





**Social Marketing: From Tunes to Symphonies** By MR Gerard Hastings (Pr, Christine Domegan

Social Marketing involves the application of marketing techniques (usually associated with promoting consumption) to social ends. Beyond this simple definition, social marketing offers an alternative to the standard Western economic model of consumption at all costs.

This popular introductory textbook has been updated to provide greater depth on marketing theory, more on branding, co-creation of value, Community Based Prevention Marketing (CBPM) and the vital role of critical thinking. In addition, the communications chapter is extended and radically updated to include much more on digital media. The rise of corporate social responsibility is also critically analysed.

The subject of social marketing is brought to life with the integration of case studies from across the world to provide a textbook which is required reading for students at advanced undergraduate and postgraduate levels.

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### Editorial Review

#### Review

- a welcome and important contribution; moving from tunes to symphonies, indeed! Social marketing has grown in experience, evidence and geography in recent years and this text presents the latest developments in the discipline. Using a mix of case studies, research evidence, practical experience and insight, the reader is presented with the fundamentals of social marketing as well as creative insights for innovation and cutting edge research.’
  - Prof. L. Suzanne Suggs, Head, BeCHANGE Research Group, Institute for Public Communication, Università della Svizzera italiana
  
- it’s hard to imagine a more comprehensive and readable guide to the field, its theory and practice, for both students and practitioners. Everything is explained without pretention and usually illustrated with clear examples and case studies. But *Social Marketing* also emphasises the need for a critical approach and an understanding of social marketing at a systemic level and, in doing so, challenges all of us to re-examine our own role in a globalised consumer economy.
  - Philip R Holden, Senior Lecturer, Marketing Communications, Critical Marketing & Social Marketing, The Business School, Old Royal Naval College
  
- I wish I had had this book when I started but others who want to be effective public health professionals now have the best book there is on the subject and it is hard to believe it but the authors have improved on the first edition.
  - Ray Lowry, DR Lowry Social Marketing
  
- provides leading insights into the tools and frameworks that social marketing practitioners use to shape environments and provide offerings to tempt consumers to make choices for the greater good.
  - Dr Sharyn Rundle-Thiele, Griffith University, Queensland, Australia
- It is an empowering read and a remarkable contribution to the field.
  - François Lagarde, Vice-président, Communications, McGill College, Montreal, Canada
- This is a wonderful book.(which) takes a critical but realistic perspective on commercial marketing. This text will help you better understand the big picture of social forces as well as individual factors that are critical to create social change.
  - Michael Basil, Professor of Marketing, University of Lethbridge, Canada
- a very good read; more than a classroom missive, it is an engaging treatment of the need for social change and an illustration of social marketing’s value to and responsibility for making the world a better place. it is also the only textbook, of which I am aware, that provides a moral compass by which the reader can guide his or her efforts to use their new knowledge.
  - James Lindenberger
  
- a powerful new teaching tool for the classroom and a valuable reference guide for social marketing practitioners. Delightful to read.
  - Carole Bryant, Distinguished USF Health Professor, Florida Prevention Research Center at the

University of South Florida, USA

- **Social Marketing – From Tunes to Symphonies** is an engaging and critical text that provides aspiring social marketers with a comprehensive analysis of the principles, practices and challenges associated with contemporary social marketing. It coaxes the reader to think outside the box and to openly question the myriad of assumptions associated with social behavioural change. The chapters are complemented by excellent supporting material, suggested reading, reflective questions and assignments, and a comprehensive set of case studies which provides a one-stop shop for academics, practitioners and students alike.

*Dr Mary Brennan, University of Edinburgh Business School, UK*

About the Author

**Gerard Hastings** is Professor at the Institute for Social Marketing at the University of Stirling and Open University in the UK and Professeur Associé at the École des Hautes Etudes en Santé Publique Rennes in France

**Christine Domegan** is Senior Lecturer in Marketing at the National University of Ireland, Galway

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**From reader reviews:**

**Georgianna Menendez:**

Here thing why this kind of Social Marketing: From Tunes to Symphonies are different and reliable to be yours. First of all looking at a book is good nevertheless it depends in the content than it which is the content is as delightful as food or not. Social Marketing: From Tunes to Symphonies giving you information deeper and different ways, you can find any guide out there but there is no reserve that similar with Social Marketing: From Tunes to Symphonies. It gives you thrill reading journey, its open up your current eyes about the thing this happened in the world which is possibly can be happened around you. It is easy to bring everywhere like in area, café, or even in your technique home by train. Should you be having difficulties in bringing the published book maybe the form of Social Marketing: From Tunes to Symphonies in e-book can be your substitute.

**Rosemarie Cleveland:**

Exactly why? Because this Social Marketing: From Tunes to Symphonies is an unordinary book that the inside of the reserve waiting for you to snap this but latter it will zap you with the secret it inside. Reading this book alongside it was fantastic author who also write the book in such remarkable way makes the content on the inside easier to understand, entertaining technique but still convey the meaning entirely. So , it is good for you because of not hesitating having this any more or you going to regret it. This amazing book will give you a lot of rewards than the other book get such as help improving your expertise and your critical thinking way. So , still want to hold up having that book? If I were you I will go to the e-book store hurriedly.

**Margaret Honig:**

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**John Schreiber:**

What is your hobby? Have you heard which question when you got learners? We believe that that concern was given by teacher for their students. Many kinds of hobby, All people has different hobby. Therefore you know that little person similar to reading or as reading through become their hobby. You have to know that reading is very important along with book as to be the point. Book is important thing to include you knowledge, except your own teacher or lecturer. You get good news or update about something by book. Different categories of books that can you choose to adopt be your object. One of them is niagra Social Marketing: From Tunes to Symphonies.

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