



Hands-On Social Marketing: A Step-by-Step Guide to Designing Change for Good

Nedra Kline Weinreich

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This book shows students and practitioners how to develop social marketing programs through a simple, six-step process of strategic planning and design. Nedra Kline Weinreich starts by introducing the concept of social marketing and then walks the reader through each of the six steps of the process: analysis, strategy development, program and communication design, pretesting, implementation, and evaluation and feedback.

The **Second Edition** incorporates developments in marketing practice over the last 10 years and focuses on how to apply the design approach to campaigns to effect behavior change. All organizations *can* do social marketing, Weinreich insists, if they follow the steps and start to think from a social marketing perspective.

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