



Social Marketing: From Tunes to Symphonies

Gerard Hastings, Christine Domegan

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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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