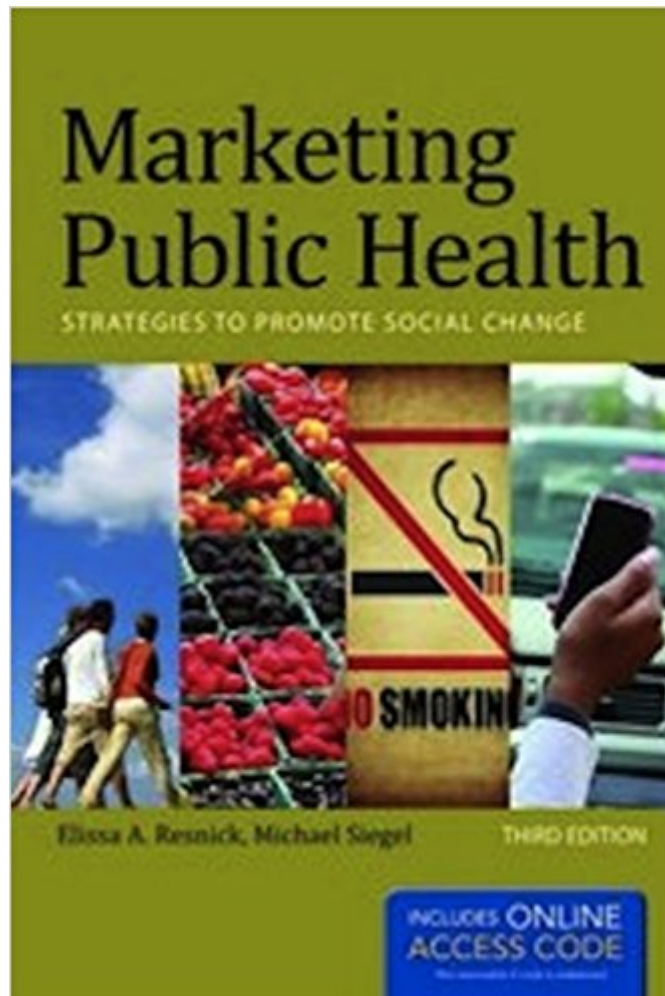




**Ebook Directory**  
the best source of ebook

The book was found

# Marketing Public Health: Strategies To Promote Social Change



## Synopsis

Given the current changes in the social, political, and economic environments in which health care is delivered, public health practitioners at all levels of government and in the private sector must run effective campaigns to change individual behavior, improve social and economic conditions, advance social policies, and compete successfully for public attention and resources. *Marketing Public Health: Strategies to Promote Social Change, Second Edition* is designed to help students and practitioners of public health understand basic marketing principles and strategically apply these principles in planning, implementing, and evaluating public health initiatives. Key Features: Only book on marketing tailored specifically for the public health environment. Written at a level appropriate for students new to marketing and/or public health; however, it covers many topics in greater depth making it relevant for current practitioners. Informed both by changes in the marketing environment and also by the latest thinking among marketing and social marketing researchers and practitioners. Emphasizes using marketing approaches for “upstream” changes in policy and legal, economic, and social environments as well as addressing the traditional “downstream” use of social marketing to help individuals change their own health behaviors. Includes all-new case studies, written by respected and well-known guest contributors from the front lines, that illustrate the principles and strategies in a way that makes it immediately apparent to the reader how the material can be used in modern, real-life public health campaigns. Uses many examples from areas of public health interest that have arisen only in the past few years (e.g., bioterrorism, SARS, West Nile virus). Thoroughly discusses current themes in marketing, such as branding; building relationships with audiences; ensuring audience self-interest; and process and outcome evaluation—all presented in detail from the standpoint of the public health practitioner. Presents a solid marketing approach, including well-developed sections on communications but also providing guidance on how to manage pricing, distribution, and development of product or service offerings. Includes worksheets, a suggested reading list, and, where appropriate, references to other books that cover selected topics in greater depth.

## Book Information

Paperback: 382 pages

Publisher: Jones & Bartlett Learning; 3 edition (July 23, 2012)

Language: English

ISBN-10: 1449683851

ISBN-13: 978-1449683856

Product Dimensions: 1 x 6.2 x 9.2 inches

Shipping Weight: 1.2 pounds (View shipping rates and policies)

Average Customer Review: 5.0 out of 5 stars 6 customer reviews

Best Sellers Rank: #87,782 in Books (See Top 100 in Books) #41 in Books > Medical Books > Administration & Medicine Economics > Health Care Administration #92 in Books > Textbooks > Medicine & Health Sciences > Research > Epidemiology #120 in Books > Medical Books > Administration & Medicine Economics > Public Health > Epidemiology

## Customer Reviews

Given the current changes in the social, political, and economic environments in which health care is delivered, public health practitioners at all levels of government and in the private sector must run effective campaigns to change individual behavior, improve social and economic conditions, advance social policies, and compete successfully for public attention and resources. Marketing Public Health: Strategies to Promote Social Change, Second Edition is designed to help students and practitioners of public health understand basic marketing principles and strategically apply these principles in planning, implementing, and evaluating public health initiatives. Key Features: Only book on marketing tailored specifically for the public health environment. Written at a level appropriate for students new to marketing and/or public health; however, it covers many topics in greater depth making it relevant for current practitioners. Informed both by changes in the marketing environment and also by the latest thinking among marketing and social marketing researchers and practitioners. Emphasizes using marketing approaches for “upstream” changes in policy and legal, economic, and social environments as well as addressing the traditional “downstream” use of social marketing to help individuals change their own health behaviors. Includes all-new case studies, written by respected and well-known guest contributors from the front lines, that illustrate the principles and strategies in a way that makes it immediately apparent to the reader how the material can be used in modern, real-life public health campaigns. Uses many examples from areas of public health interest that have arisen only in the past few years (e.g., bioterrorism, SARS, West Nile virus). Thoroughly discusses current themes in marketing, such as branding; building relationships with audiences; ensuring audience self-interest; and process and outcome evaluation—all presented in detail from the standpoint of the public health practitioner. Presents a solid marketing approach, including well-developed sections on communications but also providing guidance on how to manage pricing, distribution, and development of product or service offerings. Includes worksheets, a suggested reading list, and,

where appropriate, references to other books that cover selected topics in greater depth.

Great book and very informative. I used this text for my Communication and Marketing Strategies course at Walden University. It was very helpful for the course and an easy read. Unlike other textbooks it was used constantly throughout the quarter and the information was very practical and applicable. I suggest it as a staple text and am not selling the one I have back.

Great detail

I like the way this book is worded. It is easy to read and understand-very straightforward.

Excellent book!

I used this text book for a class and it came in perfect condition, is fairly easy to read and understand.

I Got my book on time and it was just what I was expecting. I would recommend this. I would use this site again.

[Download to continue reading...](#)

Marketing Public Health: Strategies to Promote Social Change  
SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing)  
Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing  
Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing  
Health Communication: From Theory to Practice (J-B Public Health/Health Services Text) - Key words: health communication, public health, health behavior, behavior change communications  
Social Media Marketing: 3 Books in 1: Social Media Marketing, Content Marketing & Network Marketing  
Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1  
Social Media: 30 Marketing Strategies for Facebook, Twitter and Instagram (Social Media, Facebook, Twitter, Instagram, Social Media Marketing)  
Social Media: Master Social Media Marketing - Facebook, Twitter, Youtube & Instagram (Social Media, Social Media Marketing, Facebook, Twitter,

Youtube, Instagram, Pinterest) Email Marketing: This Book Includes Email Marketing Beginners Guide, Email Marketing Strategies, Email Marketing Tips & Tricks Network Marketing: Go Pro in Network Marketing, Build Your Team, Serve Others and Create the Life of Your Dreams - Network Marketing Secrets Revealed, ... Books, Scam Free Network Marketing Book 1) Social Media: Strategies To Mastering Your Brand- Facebook, Instagram, Twitter and Snapchat (Social Media, Social Media Marketing) Social Security & Medicare Facts 2016: Social Security Coverage, Maximization Strategies for Social Security Benefits, Medicare/Medicaid, Social Security Taxes, Retirement & Disability, Ser Public Health Nursing - Revised Reprint: Population-Centered Health Care in the Community, 8e (Public Health Nursing: Population-Centered Health Care in the Community) Community/Public Health Nursing - E-Book: Promoting the Health of Populations (Community/Public Health Nursing: Promoting the Health of Populations) SEO 2016 Learn Search Engine Optimization With Smart Internet Marketing Strategies: Learn SEO with smart internet marketing strategies Change Your Gambling, Change Your Life: Strategies for Managing Your Gambling and Improving Your Finances, Relationships, and Health (Harvard Health Publications) No B.S. Guide to Direct Response Social Media Marketing: The Ultimate No Holds Barred Guide to Producing Measurable, Monetizable Results with Social Media Marketing Twitter Marketing: Learn How To Grow Your Twitter account to 1 Million Followers in the first 6 months. (Social Media, Social Media Marketing, Online Business) Essentials Of Health Behavior: Social And Behavioral Theory In Public Health (Texts in the Essential Public)

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)