

Social Marketing: Good Intentions (Paperback)

Filesize: 1.23 MB

Reviews

Good e-book and beneficial one. it absolutely was writtern quite flawlessly and beneficial. I am delighted to explain how this is basically the very best ebook i have read through within my very own daily life and may be he greatest ebook for at any time. (Prof. Leonardo Parker)

SOCIAL MARKETING: GOOD INTENTIONS (PAPERBACK)



Tilde Publishing, Australia, 2014. Paperback. Condition: New. New. Language: English . Brand New Book. Social Marketing: Good Intentions examines current social, environmental, health and safety issues affecting individuals and their communities. It provides a critical look at the barriers and challenges to behavior change. It has been written in an investigative manner for advanced undergraduate students and first year postgraduate students who intend to pursue careers in the public sector in community health and environmental sustainability. The book is issue based and structured in five parts. Part I addresses the need for behavior change and the relationship between overconsumption and well-being. Part II centers on such issues as healthy eating, exercise, early cancer detection and safe sex. Part III discusses sensitive topics such as discrimination, mental illness and domestic violence. Part IV looks at smoking, drugs and alcohol, drink driving and speeding. Part V considers recycling, water conservation, climate change and energy efficiency. Each of the 15 chapters focuses on specific difficult topics and incorporates the research needs, ethical concerns and theoretical approaches to tackling behavior change. Overall the aim of the book is to stimulate active engagement with these issues. Table of Contents Part I: SETTING THE SCENE: Good reasons for behaviour change (Chapter 1 - Overconsumption and the pursuit of pleasure; Chapter 2 - Social marketing and sustainability; Chapter 3 - The social contract) Part II: LIVE LONG AND PROSPER: Heath and Well-being (Chapter 4 - Battle of the bulge; Chapter 5 - Prevention and early detection; Chapter 6 - Safe sex) Part III: BEAUTY IS IN THE EYE OF THE BEHOLDER: Power and perception (Chapter 7 - Blue eyes/brown eyes; Chapter 8 - Out of darkness; Chapter 9 - Stand by me) Part IV: LIFE IN THE FAST LANE: Addictions and risky behaviour (Chapter 10 - Up...

Read Social Marketing: Good Intentions (Paperback) Online
Download PDF Social Marketing: Good Intentions (Paperback)

See Also

		٦
P	D	F
L		

I Am Reading: Nurturing Young Children s Meaning Making and Joyful Engagement with Any Book Heinemann Educational Books, United States, 2015. Paperback. Book Condition: New. 234 x 185 mm. Language: English . Brand New Book. It s vital that we support young children s reading in ways that nurture healthy... Read Document »

P	D	F.
	_	1

Too Old for Motor Racing: A Short Story in Case I Didnt Live Long Enough to Finish Writing a Longer One Balboa Press. Paperback. Book Condition: New. Paperback. 106 pages. Dimensions: 9.0in. x 6.0in. x 0.3in.We all have dreams of what we want to do and who we want to become. Many of us eventually decide... Read Document »

P	DF

Everything Ser The Everything Green Baby Book From Pregnancy to Babys First Year An Easy and Affordable Guide to Help Moms Care for Their Baby And for the Earth by Jenn Savedge 2009 Paperback Book Condition: Brand New. Book Condition: Brand New. Read Document »

	P	D	F
L			

Happy Baby Happy You 500 Ways to Nurture the Bond with Your Baby by Karyn Siegel Maier 2009 Paperback Book Condition: Brand New. Book Condition: Brand New. Read Document »



Healthy Eating for Kids

Igloo Books Ltd, 2007. Hardcover. Book Condition: New. Shipped from the UK within 2 business days of order being placed. Read Document »

	Who Am I in the Lives of Children? an Introduction to Early Childhood Education, Enhanced Pearson Etext with Loose-Leaf Version Access Card Package Pearson, United States, 2015. Book. Book Condition: New. 10th. 250 x 189 mm. Language: English . Brand New Book. NOTE: Used books, rentals, and purchases made outside of Pearson If purchasing or renting from companies Save ePub »
	Games with Books : Twenty-Eight of the Best Childrens Books and How to Use Them to Help Your Child Learn - from Preschool to Third Grade Book Condition: Brand New. Book Condition: Brand New. Save ePub »
Ξ	Learn em Good: Improve Your Child s Math Skills: Simple and Effective Ways to Become Your Child s Free Tutor Without Opening a Textbook Createspace, United States, 2010. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.From a certified teacher and founder of an online tutoring website-a simple and Save ePub »
Ξ	Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English. Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullying- arms parents Save ePub »
	Studyguide for Introduction to Early Childhood Education: Preschool Through Primary Grades by Brewer, Jo Ann CRAM101 United States 2013 Paperback Book Condition: New 279 x 210 mm Language: English, Brand New Book ***** Print on

CRAM101, United States, 2013. Paperback. Book Condition: New. 279 x 210 mm. Language: English . Brand New Book ***** Print on Demand *****. Never HIGHLIGHT a Book Again! Includes all testable terms, concepts, persons, places, and Save ePub »