



Social Marketing For Public Health: Global Trends And Success Stories

Hong Cheng, Philip Kotler, Nancy Lee

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Social Marketing for Public Health examines how social marketing is used as a strategy for changing health behavior in the world today. Addressing issues and trends in social marketing and public health globally, it highlights successful and measurable health behavior-changing campaigns launched by the governments, by a combination of the governments and citizens, or by the citizens themselves in various countries. Each chapter focuses on one selected country, making the content very accessible. The text provides an in-depth and up-to-date treatment of the subject matter.

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