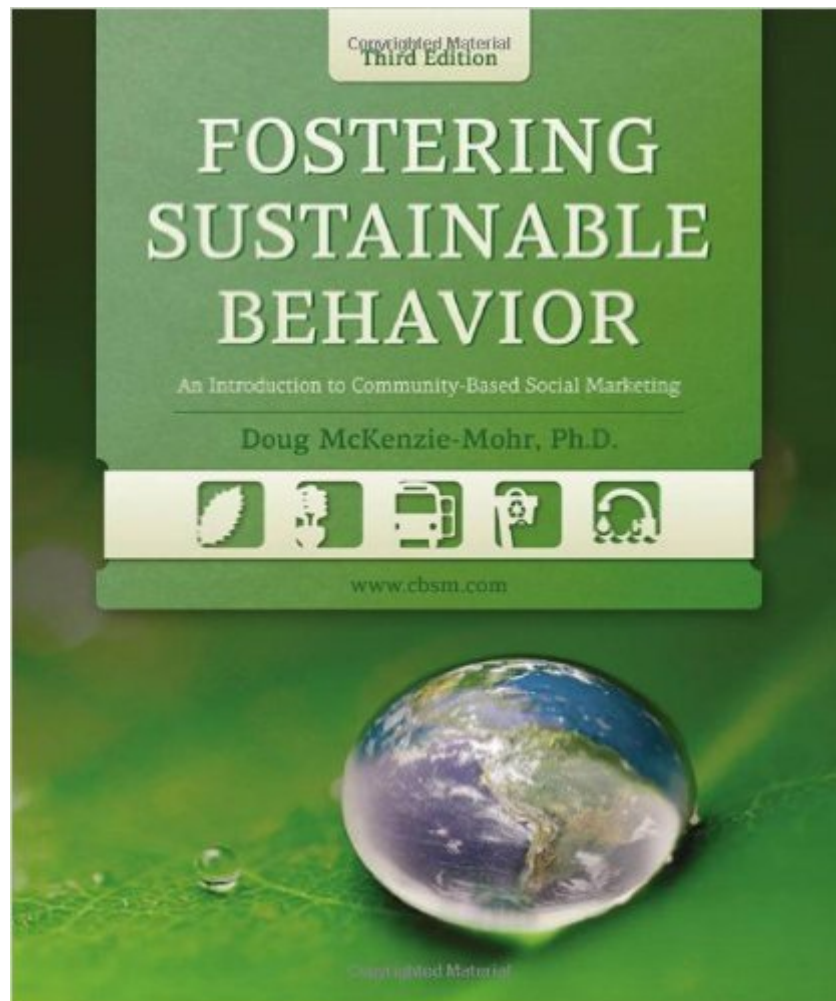


The book was found

Fostering Sustainable Behavior: An Introduction To Community-Based Social Marketing



Synopsis

The highly acclaimed manual for changing everyday habits—now in an all-newÂ third edition!

Book Information

Paperback: 192 pages

Publisher: New Society Publishers; 3 edition (March 15, 2011)

Language: English

ISBN-10: 0865716420

ISBN-13: 978-0865716421

Product Dimensions: 0.5 x 7.5 x 9 inches

Shipping Weight: 13.4 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 starsÂ Â See all reviewsÂ (12 customer reviews)

Best Sellers Rank: #238,657 in Books (See Top 100 in Books) #68 inÂ Books > Business & Money > Processes & Infrastructure > Green Business #172 inÂ Books > Business & Money > Economics > Sustainable Development #185 inÂ Books > Politics & Social Sciences > Politics & Government > Public Affairs & Policy > Environmental Policy

Customer Reviews

The Community-Based Social Marketing steps and tools presented in Fostering Sustainable Behavior introduced me to a new way of approaching changing norms. Some of the concepts seem basic but with the hustle of daily life I sometimes forget to approach challenges in a positive, structured nature. The idea our society has become so complex that education alone does not promote change is a challenge I face daily. Without continual reinforcement, reminders, and sometimes firing workers who cannot follow the simplest instructions such as not smoking onsite makes me realize it is not just the construction field facing these challenges!The case studies focused mainly on social diffusion, prompts, and commitment. `Canada's "Turn it Off" Campaign' relied on commitment from motorists, stickers, and ultimately social diffusion by influencing others to participate so they would feel as if they were part of the group. Social diffusion was also shown to be effective in the `Protecting Watersheds' case study by direct communication and literature distribution. `The Reducing Outdoor Water Use' case study also proved commitment, direct communication, and prompts were the most effective way to foster social norms in a community. Commitments were again proved successful in the `Using Email to Change Behavior' by communicating regularly to ensure DEP staff was following through with their commitment. This method is also very cost efficient!The other two case studies `Increasing Hotel Towel Reuse' used

descriptive norms as means to encourage energy conservation while 'Making Biking Convenient' case study did not address anything besides convenience as a strategy. Overall, the case studies proved sustainable practices can become a norm through different strategies.

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

Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Social Media: Master Strategies For Social Media Marketing - Facebook, Instagram, Twitter, YouTube & LinkedIn (Social Media, Social Media Marketing, Facebook, ... Instagram, Internet Marketing Book 3) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money (Facebook Marketing, Business Marketing, Social Media Marketing) Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram: Social Media, Network Marketing, Book 1 Social Media: Dominating Strategies for Social Media Marketing with Twitter, Facebook, Youtube, LinkedIn and Instagram (social media, instagram, twitter, ... marketing, youtube, twitter advertising) Social Media: Master, Manipulate, and Dominate Social Media Marketing With Facebook, Twitter, YouTube, Instagram and LinkedIn (Social Media, Social Media ... Twitter, Youtube, Instagram, Pinterest) The Daily 5: Fostering Literacy in the Elementary Grades Fostering Empathy Through Museums Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ...

Marketing, E-Commerce, Inbound Marketing) Network Marketing : How To Recruit Prospect Step
By Step From Newbies To Professional in network marketing: network marketing, multiple
marketing, MLM, ... Step from Newbies to Professional Book 5) 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 Social Media: Social Media Marketing Strategies
with Facebook, Twitter, YouTube, Instagram & LinkedIn: *FREE BONUS: SEO 2016: Complete
Guide to Search ... Marketing, Online Business, Passive Income)

[Dmca](#)