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Philip Kotler, Kevin Lane Keller



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Social Marketing for Public Health Hong Cheng, Philip Kotler, Nancy Lee, 2011 Social Marketing for Public Health Global Trends and Success Stories explores how traditional marketing principles and techniques are being used to increase the effectiveness of public health programs around the world While addressing the global issues and trends in social marketing the book highlights successful health behavior change campaigns launched by governments by a combination of governments NGOs and businesses or by citizens themselves in 15 countries of five continents Each chapter examines a unique current success story ranging from anti smoking campaigns to HIV AIDS prev

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