



Social Marketing in the 21st Century

Alan R. Andreasen

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The goal of this cutting edge book is to reposition social marketing so that foundations, government agencies, and various nonprofits will approach social change in a way that reaches both upstream and downstream individuals in society. Author Alan R. Andreasen outlines potential roles, restates fundamental principles, and then suggests how social marketing might be applied to a sample of nontraditional challenges.

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