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**Behavior: An Introduction to
Based Social Marketing**
...

To create a sustainable future, we must not only change our own actions, we must educate and encourage those around us to change theirs. How then do we go

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about transforming people's good intentions into action? Fostering Sustainable Behavior explains how the field of community-based social marketing has emerged as an effective tool for encouraging positive social

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change.
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***Your Quick Guide to
Community-Based Social
Marketing***

***It provides a comprehensive
introduction to community-
based social marketing and***

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***how it is being applied
throughout the world to
foster sustainable behavior. It
introduces the five steps of
community-based social
marketing (selecting
behaviors, identifying barriers
& benefits, developing***

Online Library Fostering Sustainable Behavior An Introduction To Community Based Social Marketing **strategies, conducting a pilot, and broad-scale implementation), and showcases numerous programs illustrating its use.**

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**Behavior An Introduction
Read the landmark and now
classic guide Fostering
Sustainable Behavior: An
Introduction to Community-
Based Social Marketing Third
Edition by Doug McKenzie-
Mohr, and discover some**

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***fresh thinking, and a
community based approach to
sustainable development.
This book provides the
framework to transform
people's behavior and their
lives as they change their
behavior and attitudes toward***

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**the environment and
sustainability.**
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***Fostering Sustainable
Behavior: An Introduction to***

...

***Conclusion To date, little
attention has been paid to***

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*ensuring that psychological
expertise regarding behavior
change in general, and
fostering sustainable
behavior in partic- ular, is
shared with program
planners. Substantial
opportunities exist to work*

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***with these individuals in
promoting a wide range of
sustainable behaviors.***

***McKenzie-Mohr
Fostering Sustainable
Behavior: An Introduction to
Community-based Social***

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**Marketing. Survey 30Some
Closing Thoughts 43Chapter 3
- Commitment: From Good
Intentions to Action
46Understanding
Commitment 48Commitment
and Sustainable Behavior
49Building Commitment into**

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Based Social Marketing
**Your Program 53A Checklist
for Using Commitment
58Examples: Using
Commitment...**

**Fostering Sustainable
Behavior - UWSP
To date, most programs to**

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have been information-intensive. In these campaigns, media advertising and the distribution of printed materials are used to foster behavior change. Information-intensive campaigns are

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usually based on one of two perspectives on behavior change. With the first, pro-

Promoting Sustainable Behavior: An Introduction to

...

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Behavior explains how the field of community-based social marketing has emerged as an effective tool for encouraging positive social change. This completely revised and updated third edition contains a wealth of

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***new research, behavior
change tools, and case
studies.***

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Behavior: An Introduction to***

...

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This book details how to uncover the barriers that prevent people from engaging in sustainable behaviors, and provides a set of tools that help to foster

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behavior change.
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***Tools of Change - Community
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Sustainable Behavior: An
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fresh thinking, and a
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sustainable development.
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***people's behavior and their
lives as they change their
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the environment and
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Behavior: an Introduction to***

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...

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Behavior: An Introduction to

Community-Based Social

Marketing. McKenzie-Mohr,

Doug; Smith, William This

book discusses incorporating

community-based social

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marketing techniques
Based Social Marketing
programs.

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Community-Based Social Marketing. A sustainable future will require sweeping changes in public behavior. While conventional marketing can help create public awareness, social marketing identifies and overcomes

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**barriers to long-lasting
behavior change. This ground-
breaking book is the primary
resource.**

**Fostering Sustainable
Behavior | New Society
Publishers**

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The CBSM method is based in social psychology and draws from the idea that sustainable behavior change is most effective when it involves direct contact with people and is carried out at the community level. Fostering

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...
Introduction to Community-***

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When the members use resources wisely - by recycling, for example - the community moves towards sustainability. When community members pollute less, the community becomes both healthier and

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***more sustainable. Therefore,
to promote a healthier, more
sustainable future,...***

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**Fostering Sustainable
Behavior - CBSM**

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field of community-based
social marketing has emerged
as an effective tool for
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change. This completely revised and updated third edition contains a wealth of new research, behavior change tools, and case studies.

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**Behavior: An Introduction to
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**INTRODUCTION: FOSTERING
SUSTAINABLE BEHAVIOR** *he
cornerstone of sustainability
is behavior change.
Sustainability requires that
we tackle diverse goals, such*

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as increasing water and energy efficiency, protecting water quality and biodiversity, reducing waste, and altering transportation choices.

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***Mohr, and discover some
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This book provides the
framework to transform
people's behavior and their
lives as they change their***

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***behavior and attitudes toward
the environment and
sustainability.***

***AN INTRODUCTION -
media.cbsm.com
Most programs to foster
sustainable behavior rely***

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upon large-scale information campaigns. These campaigns are usually based on one of two perspectives regarding changing behavior. The first perspective assumes that changes in behavior are brought about by increasing

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