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SOCIAL MARKETING: GOOD INTENTIONS (PAPERBACK)

Social Marketing

Good Intentions
Cynthia Webster
Leanne Carter
Stephen D'Alessandro
David Gray



Tilde Publishing, Australia, 2014. Paperback. Condition: New. New. Language: English . Brand New Book. Social Marketing: Good Intentions examines current social, environmental, health and safety issues affecting individuals and their communities. It provides a critical look at the barriers and challenges to behavior change. It has been written in an investigative manner for advanced undergraduate students and first year postgraduate students who intend to pursue careers in the public sector in community health and environmental sustainability. The book is issue...

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- Authored by Cynthia M. Webster, Leanne M. Carter, Steve D alesandro
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