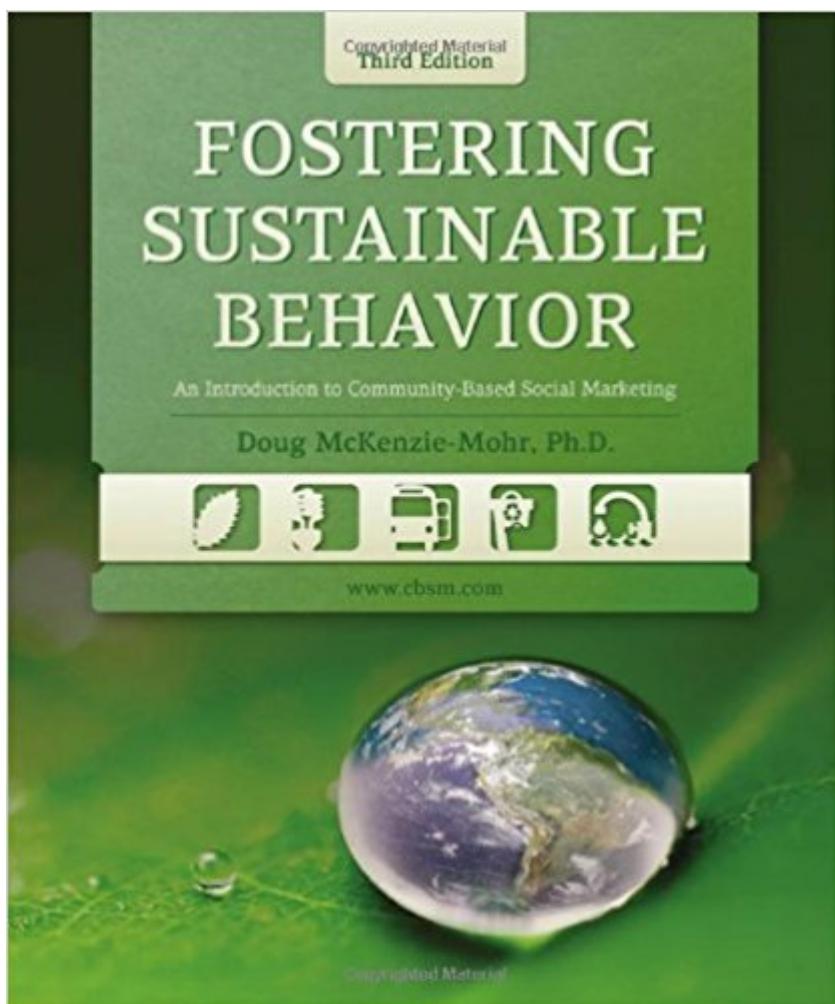The book was found

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

Synopsis

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

Book Information

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Best Sellers Rank: #238,657 in Books (See Top 100 in Books)   #68 in Books > Business & Money > Processes & Infrastructure > Green Business   #172 in Books > Business & Money > Economics > Sustainable Development   #185 in 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.

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
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