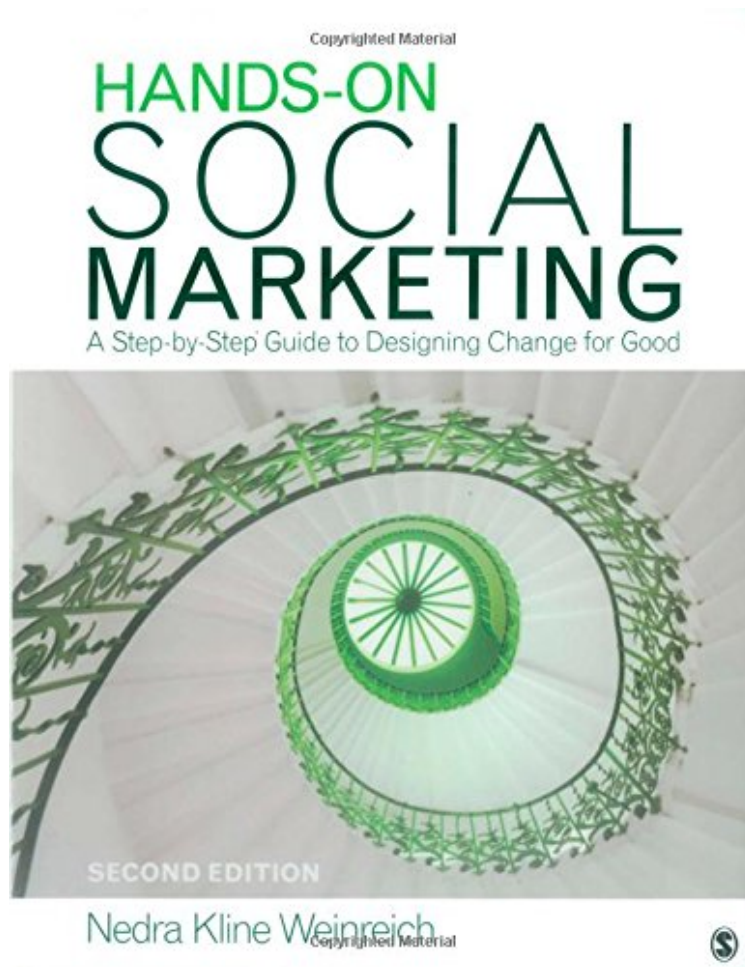


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# Hands-On Social Marketing: A Step-by-Step Guide to Designing Change for Good

*Nedra Kline Weinreich*

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of marketing. If you are a non-profit change oriented social marketer you need this book on your shelf! 10 of 10 people found the following review helpful. Need to Learn How to Market for Change? This Is It. By Nedra Kline Weinreich. From discussions of each media form to a very pragmatic and useful discussion of how social change communications varies from traditional marketing, Nedra delivers a text that should be in every nonprofit communicators hands. If there was one book, this would be it. There are many, many books out there about marketing and fewer books, but still quite a selection on nonprofit management. Of late there has been a growing but still sparse lexicon of books dedicated to social marketing, or how to affect change through a cause or other nonprofit. None of them are as comprehensive and hands on as Nedra's fantastic book. In my work with nonprofits I see so many communicators who are change advocates, but they don't have the basic fundamentals of communications or marketing. That's why I really appreciate this book. It answers a need for savoir faire and capacity building in this particular skill set. Please, don't ignore this book for a more popular title that has nothing to do with the sector. Every tool you need is here.

This book shows students and practitioners how to develop social marketing programs through a simple, six-step process of strategic planning and design. Nedra Kline Weinreich starts by introducing the concept of social marketing and then walks the reader through each of the six steps of the process: analysis, strategy development, program and communication design, pretesting, implementation, and evaluation and feedback. The Second Edition incorporates developments in marketing practice over the last 10 years and focuses on how to apply the design approach to campaigns to effect behavior change. All organizations can do social marketing, Weinreich insists, if they follow the steps and start to think from a social marketing perspective.

" The text is very user-friendly, and helps students grasp concepts and content related to social marketing. The systematic approach is easy for students to follow. The worksheets are fantastic, and the exercises are easy to implement. It is an excellent post-course reference guide for students working in public health/health education. "-- Michele Vancour (10/08/2010)" The text is very user-friendly, and helps students grasp concepts and content related to social marketing. The systematic approach is easy for students to follow. The worksheets are fantastic, and the exercises are easy to implement. It is an excellent post-course reference guide for students working in public health/health education. --Michele Vancour (10/08/2010)""The text is very user-friendly, and helps students grasp concepts and content related to social marketing. The systematic approach is easy for students to follow. The worksheets are fantastic, and the exercises are easy to implement. It is an excellent post-course reference guide for students working in public health/health education."--Michele Vancour (10/08/2010)-The text is very user-friendly, and helps students grasp concepts and content related to social marketing. The systematic approach is easy for students to follow. The worksheets are fantastic, and the exercises are easy to implement. It is an excellent post-course reference guide for students working in public health/health education.---Michele Vancour (10/08/2010) The text is very user-friendly, and helps students grasp concepts and content related to social marketing. The systematic approach is easy for students to follow. The worksheets are fantastic, and the exercises are easy to implement. It is an excellent post-course reference guide for students working in public health/health education. (Michele Vancour 2010-10-08)About the AuthorNedra Kline Weinreich is President of Weinreich Communications, a consulting firm that works with nonprofits and government agencies to help them bring about health and social change. Since 1992, she has developed social marketing and social media programs for clients such as the U.S. Centers for Disease Control and Prevention, U.S. Substance Abuse and Mental Health Services Administration, National Institute for Child Health and Human Development, National Minority AIDS Council, Population Services International, Loyola University of Chicago and many others. Prior to her work with Weinreich Communications, Nedra designed health education and communication programs for public and private organizations. She earned her masters degree in health and social behavior from the Harvard School of Public Health and teaches a course on social marketing at the UCLA School of Public Health. She offers in-person and online trainings via her Social Marketing University program, as well as customized workshops. Nedra lives in Los Angeles, California, with her husband Gil and children Ariel and Leora. Nedra would love to hear from you with your thoughts about the book. You can reach her at: Email: [weinreich@social-marketing.com](mailto:weinreich@social-marketing.com) Web: [www.social-marketing.com](http://www.social-marketing.com) Spare Change Blog: [www.social-marketing.com/blog/](http://www.social-marketing.com/blog/) Twitter: [www.twitter.com/Nedra](http://www.twitter.com/Nedra)