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Robert Beno Cialdini (born April 27, 1945) is an American psychologist and academic.. He is the Regents' Professor Emeritus of Psychology and Marketing at Arizona State University and was a visiting professor of marketing, business and psychology at Stanford University, as well as at the University of California at Santa Cruz.

Robert Cialdini - Wikipedia

Vis Roberto Carreras profil på LinkedIn, verdens største faglige nettverk. Roberto har 7 stillinger oppført på profilen. Se hele profilen på LinkedIn og finn Robertos forbindelser og stillinger i tilsvarende bedrifter.

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marketing, which emphasizes an audience-centered consumer orientation and calculated attempts to attractively package the social product and utilize the optimum combination of campaign components to attain pragmatic goals (Andreasen, 1995, 2006; Kotler, Roberto, & Lee, 2002; McKenzie-Mohr, 2011). Social marketing offers a macro perspective, combin-

Theory and Principles of Public Communication Campaigns

Philip Kotler, Nancy Lee and Eduardo Roberto, *Social Marketing: Improving the Quality of Life*, The Free Press, 2002. (Latest title is Philip Kotler and Nancy Lee, *Social Marketing: Influencing Behaviors for Good*, Sage, 2008). Philip Kotler, *Marketing Insights from A to Z: 80 Concepts Every Manager Needs to Know*, Wiley, 2003.

Books — Philip Kotler

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Basic principles of marketing: The "4 Ps" Before we discuss social marketing further, however, it's important to have a grasp on the principles of commercial marketing, since that is what it's based on. As community health workers, or members of non-profit organizations, the idea might seem a

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bit odd. We're used to a completely different mindset.

Chapter 45. Social Marketing of Successful Components of ...

Social marketing has the primary goal of achieving "common good". ... "social marketing is the application of marketing principles to enable individual and collective ideas and actions in the pursuit of effective, efficient, equitable, fair and sustained social transformation". ... Kotler and Ned Roberto introduced the subject by writing, ...

Social marketing - Wikipedia

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Home Page - Baoli

Philip Kotler (Chicago Illinois, 27 de mayo de 1931) es un economista estadounidense especialista en mercadeo, titular distinguido, desde 1988 de la cátedra de Marketing Internacional S.C. Johnson & Son en la J.L. Kellogg Graduate School of Management, En la Universidad Northwestern, Illinois, seis veces considerada por Business Week la mejor facultad en temas empresariales de los Estados ...

Philip Kotler - Wikipedia, la enciclopedia libre

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