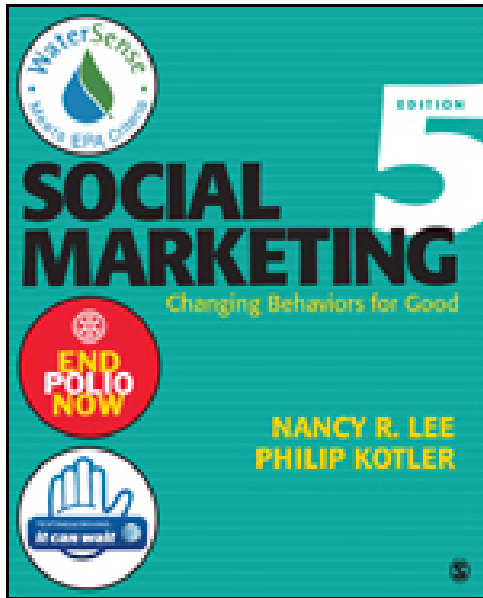


Announcing new resources for Social Marketers. The first is authored by Professor Jeff French with support from Franklin Apfel and is The European Centre for Disease Prevention and Control (ECDC) Technical Guide to Social Marketing which is currently being disseminated around Europe.

Professor French says, “I am incredibly proud to have been the lead author for this project and hope that the guide will help those responsible for developing delivering and evaluation health programmes to develop more efficient and effective interventions.”

Download this useful guide free at: <http://www.ecdc.europa.eu/en/publications/Publications/social-marketing-guide-public-health.pdf>



An additional new release is the **Fifth Edition of Social Marketing: Changing Behaviors for Good.**

This is the definitive textbook for the planning and implementation of programs designed to influence social change and it incorporates key marketing principles, applying them to campaigns and efforts to influence social action. Nancy R. Lee (a preeminent lecturer, consultant, and author in social marketing) and Philip Kotler (an influential individual in the field who coined the term “social marketing” in 1971 with Gerald Zaltman) demonstrate how traditional marketing principles and techniques are successfully applied to campaigns and efforts to improve health, decrease injuries, protect the environment, build communities and enhance financial well-being. This edition contains more than 26 new cases highlighting the 10 step planning model, and a new chapter describing major theories, models and frameworks that inform social marketing strategies and inspire social marketers.