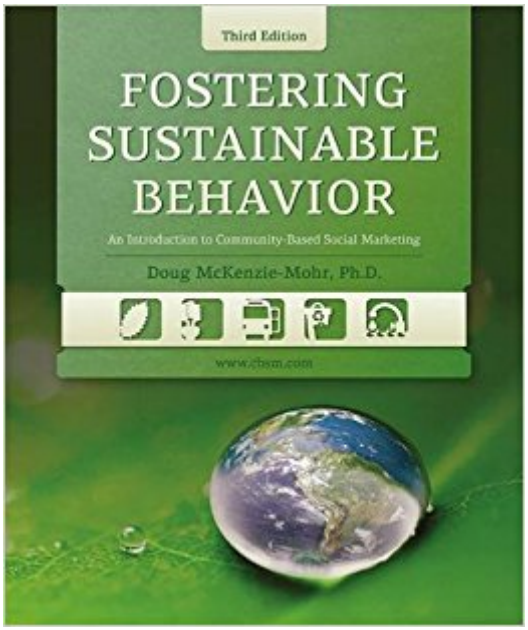
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Fostering Sustainable Behavior: An Introduction To Community-Based Social Marketing



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Synopsis

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

Book Information

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Customer Reviews

I highly recommend the definitive and must read book Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing Third Edition by Doug McKenzie-Mohr, to anyone serious about creating a sustainable environment policy or plan, and for implementing a system of community-based social marketing. This book will be read over and over again, and makes the ideal textbook for developing and enriching behavioral change regarding sustainability and the environment.Read the landmark and now classic guide Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing Third Edition by Doug McKenzie-Mohr, and discover some fresh thinking, and a community based approach to sustainable development. This book provides the framework to transform people’s behavior and their lives as they change their behavior and attitudes toward the environment and sustainability.Wayne Hurlbert - Blog Business WorldI highly recommend the definitive and must read book Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing Third Edition by Doug McKenzie-Mohr, to anyone serious about creating a sustainable environment policy or plan, and for implementing a system of community-based social marketing. This book will be read over and over again, and makes the ideal textbook for developing and enriching behavioral change regarding sustainability

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Dr. Doug McKenzie-Mohr is an award-winning environmental psychologist who specializes in designing programs to promote sustainable behavior. He is the founder of community-based social marketing and has delivered workshops on the topic to more than fifty thousand program managers around the world. Dr. McKenzie-Mohr has also served as an advisor for CanadaÃ¢â ¬â„¢s public education efforts on climate change.

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. I felt as if the case studies could have included more information to encompass all five steps. The book reiterates the

same topics and I felt as if the organization could use improvement. For example, focus groups are referenced in Step 2 and Step 3, but I felt the statements about financial reimbursement were unnecessary and none of the case studies utilized focus groups.The quote by Albert Einstein "Setting an example is not the main means of influencing another; it is the only means, "is the most effective way to foster sustainable behavior in my opinion. Leading by example is the only way to outwardly show commitment and obtain credibility.

Good info

Social marketing is marketing that seeks to make the world better in some way. This is the best all-in-one guide to what works in social marketing that I've ever seen. It focuses on sustainability-oriented campaigns, but the principles apply to all forms of social change.

I am new to the area of marketing of sustainable behavior and this book is a nice and valuable start. Sometimes it feels like kicking in open doors, because of the requirement to investigate your target group but that is with all books about marketing I guess.Good examples and easy to read which creates a good understanding of what is required to start with fostering sustainable behavior.

Great no-nonsense book with some guiding principles you can apply to many situations. It gives you some tools to approach most of the population who does not engage easily in sustainable behaviors.

Excellent practical information on implementing sustainability programs, including studies of how people really behave.

This is great marketing book. There are in-depth steps suggested, but totally think they are worth the time to do to have a successful campaign whether it has to do with sustainability or marketing.

Great book. All should read. Shipped a but later than expected but on time for classes.

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