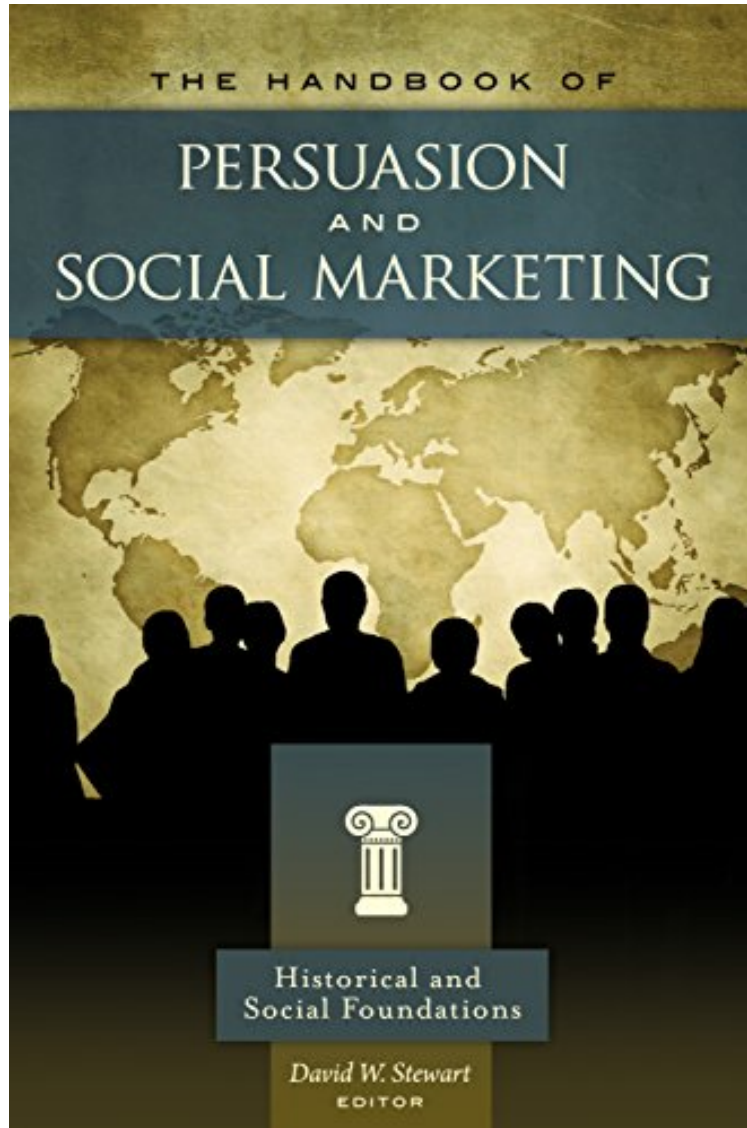


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This timely set traces the evolution of social marketing from its deep roots in psychology, religion, and politics to its current role as an influencer of societal and behavioral change.bull; Includes contributions from scholars in the fields

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"More expansive and recent than The Sage Handbook of Social Marketing (2011), this set would be a valuable addition to any academic library's business collections. Summing Up: Highly recommended. Upper-level undergraduates through researchers/faculty. - ChoiceAbout the AuthorDavid W. Stewart, PhD, is President's Professor of Marketing and Law at Loyola Marymount University in Los Angeles, CA.