Explores how traditional marketing principles and techniques are being used to increase the effectiveness of public health programs around the world.

While addressing the global issues and trends in social marketing, the book highlights successful health behavior change campaigns launched by governments, by a combination of governments, NGOs, and businesses, or by citizens themselves in 15 countries of five continents.

Each chapter examines a unique, current success story, ranging from anti-smoking campaigns to HIV-AIDS prevention; from promotions for health lifestyle to battles against obesity; and from public educational campaigns on hepatitis B to contraceptive social marketing. Contributing authors include leading social marketing scholars, seasoned social marketing practitioners, and longtime public health professionals.

Ideal for upper-level undergraduate and graduate courses in social marketing, public health, health communication, international marketing, international advertising, consumer behavior, and social change, it is also an inspirational resource for current public health practitioners.