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is the notion that voluntary human behavior is achieved through an exchange of value. It argues that people change not only because they are well informed or forced into action, but also because they get something they value in return.

Social Marketing - International Student Edition: Behavior ...

For social marketing, the "product" is a certain behavior you are trying to change. It might be ending child abuse and neglect, or stopping people from committing suicide, or convincing people to

not throw trash on the ground--or any other behavior that members of your community want to modify.

Changing Behavior Through Social Marketing

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to influence social action.

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Social marketing seeks to bring about behavior change through comprehensive, multifaceted approaches that provide coordinated interventions to specific audiences. Examples of these audiences include breastfeeding mothers and their support systems, health care providers, members of a particular community, and the general public.

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