Good sources of information on social marketing and related topics

Fostering Sustainable Behavior (1999), book by Doug McKenzie-Mohr and AED’s Bill Smith. Focus is environmental community-based social marketing.

Doug McKenzie-Mohr’s Web site, www.cbsm.com. You’ll find an online guide which illustrates how to use community-based social marketing to design and evaluate programs to foster sustainable behavior; searchable databases of articles, downloadable reports, graphics, and case studies on fostering sustainable behavior; and a listserv for sharing information and asking questions of others.

Web site for the Social Marketing Institute, headed by SM guru Alan Andreason from Georgetown University. Great source for everything relating to social marketing. http://www.social-marketing.org/

Green Media Toolshed Web site – loaded with environmental social marketing tips, tools, case studies, etc. http://www.greenmediatoolshed.org/

On-line mini course in social marketing from University of South Florida. http://hsc.usf.edu/medicine/ntcsm/TLM/index.htm

Website with social marketing links: http://www.social-marketing.com/links.html


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