

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>

Garrett Hardin's 1968 "The Tragedy of the Commons." Science (162:1243-1248)

Compiled by:

Judy Landers
Center for Social Marketing and Behavior Change
Academy for Educational Development
1825 Connecticut Avenue NW
Washington, DC, 20009-5721
Phone 202-884-8975