



# **Social Marketing: Why should the Devil have all the best tunes?**

*Gerard Hastings*

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# Social Marketing: Why should the Devil have all the best tunes?

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## **Social Marketing: Why should the Devil have all the best tunes?** Gerard Hastings

This book explains the principles of social marketing and examines the implications of using techniques devised on Wall Street to further social and health goals. Naomi Kein, Joel Bakan and George Monbiot have each done a great job of telling us what is wrong with corporate capitalism. This book begins to provide some solutions. It shows how we can a) borrow the techniques they use to promote consumption, to encourage more socially desirable behaviours, and b) use rigorous research to enable regulators to constrain the worst excesses of Wall Street. Modern marketing techniques now pervade every aspect of our lives: the government, charities, advocacy groups use it to encourage us to live more healthily, support good causes or be more ecologically sensitive. This book asks whether this works and what does it tell us about the relationship between business and civil society? Highly accessible with clear learning objectives, exercises and worked examples, this is also a text that stretches our understanding of the discipline and raises questions about future directions.

- \* First European text in the ground-breaking field of social marketing
- \* Authored by the founder and Director of the Institute of Social Marketing and Centre for Tobacco Control, whose high quality academic research in the field is disseminated to health professionals, government and academics in the UK, Europe and Australasia.
- \* Tailored for accessibility with learning features throughout, the text also adopts an approach that stretches the discipline and takes it further.

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