



Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing (Education for Sustainability Series)

Doug McKenzie-Mohr, William Smith

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Our consumption patterns are threatening to outstrip Earth's ability to support humanity and other species. A sustainable future will require sweeping changes in public behavior. While conventional marketing can help create public awareness, social marketing identifies and overcomes barriers to long-lasting behavior change. This ground-breaking book is the primary resource for the emerging new field of community-based social marketing, and an invaluable guide for anyone involved in designing public education programs with the goal of promoting sustainable behavior, from recycling and energy efficiency, to alternative transportation.

Dr. McKenzie-Mohr is a professor of social psychology and community-based marketing at St. Thomas University in New Brunswick. **Dr. William Smith** is the Executive Vice President at the Academy for Educational Development in Washington, D.C.

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