



# Hands-On Social Marketing: A Step-by-Step Guide

*Nedra Kline Weinreich*

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## **Hands-On Social Marketing: A Step-by-Step Guide** Nedra Kline Weinreich

This book demystifies the process of developing and implementing a social marketing campaign. The author translates the concepts of marketing into a clear, step-by-step process that almost anyone can follow. It will be indispensable to practitioners in the fields of public health, social services, and health care communications.

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