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### **Principles Of Marketing By Roberto**

Robert Beno Cialdini (born April 27,

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1945) is the Regents' Professor Emeritus of Psychology and Marketing at Arizona State University and was a visiting professor of marketing, business and psychology at Stanford University, as well as at the University of California at Santa Cruz.

## **Robert Cialdini - Wikipedia**

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are beginning to advocate for a broader definition of social marketing: "social marketing is the application of marketing principles to enable individual and collective ideas and actions in the pursuit of effective, efficient, equitable, fair and sustained social transformation".

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## **Social marketing - Wikipedia**

Basic principles of marketing: The "4 Ps"  
Before we discuss social marketing further, however, it's important to have a grasp on the principles of commercial marketing, since that is what it's based on. As community health workers, or members of non-profit organizations, the idea might seem a bit odd. We're used

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marketing techniques to try and improve social problems. ... Kotler, P., & Roberto, W. (1989). Social marketing: Strategies for changing public behavior. New York, NY: The Free Press. Manoff, R. (1985). Social marketing: New ...

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