



Principles and Practice of Social Marketing

An International Perspective

Rob Donovan and Nadine Henley



CAMBRIDGE
UNIVERSITY PRESS

Cambridge University Press
978-0-521-16737-6 - Principles and Practice of Social Marketing: An International Perspective
Rob Donovan and Nadine Henley
Copyright Information
[More information](#)

CAMBRIDGE
UNIVERSITY PRESS

University Printing House, Cambridge CB2 8BS, United Kingdom

Cambridge University Press is part of the University of Cambridge.

It furthers the University's mission by disseminating knowledge in the pursuit of education, learning and research at the highest international levels of excellence.

www.cambridge.org

Information on this title: www.cambridge.org/9780521167376

© Rob Donovan and Nadine Henley 2010

This publication is in copyright. Subject to statutory exception and to the provisions of relevant collective licensing agreements, no reproduction of any part may take place without the written permission of Cambridge University Press.

First published 2010

Reprinted 2012

A catalogue record for this publication is available from the British Library

ISBN 978-0-521-19450-1 Hardback

ISBN 978-0-521-16737-6 Paperback

Cambridge University Press has no responsibility for the persistence or accuracy of URLs for external or third-party internet websites referred to in this publication, and does not guarantee that any content on such websites is, or will remain, accurate or appropriate.