



# 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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