



# Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing

Doug McKenzie-Mohr

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## Fostering Sustainable Behavior: An Introduction to **Community-Based Social Marketing**

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To attain a sustainable future, we must change many of our everyday actions. This completely revised and updated edition of Fostering Sustainable Behavior shows how community-based social marketing is key to overcoming barriers and resistance, and creating new social norms.



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