

REFERENCES

Chapter 1

- 1 Osborne, David and Gaebler, Ted. *Reinventing Government: How the Entrepreneurial Spirit Is Transforming the Public Sector*. Addison-Wesley, 1992, pp. 20-21, 45-48.
- 2 Ibid., p. xxi.
- 3 Ibid., p. x-xi.

Chapter 2

- 1 The United States Postal Service: An American History 1775-2002, Introductory Letter. Publication 100, September 2003, United States Postal Service, Washington D.C.
- 2 *The United States Postal Service: An American History 1775-2002*. Publication 100, September 2003, United States Postal Service, Washington D.C. p. 25.
- 3 2004-2008 USPS Five-Year Strategic Plan (September 2003) (accessed at USPS.com), www.usps.com.

- 4 Philip Kotler and Kevin L. Keller, *Marketing Management*, 12th ed. (Upper Saddle River, NJ: Prentice Hall, 2005), pp. 15–23.
- 5 Peter F. Drucker, *Management: Tasks, Responsibilities, Practices* (New York: Harper & Row, 1973), pp. 64–65.
- 6 Alan Andreasen and Philip Kotler, *Strategic Marketing for Nonprofit Organizations*, 4th ed. (Upper Saddle River, NJ: Prentice Hall, 1991), p. 125.
- 7 Ibid.
- 8 Philip Kotler and Gary Armstrong, *Principles of Marketing*, 9th ed. (Upper Saddle River, NJ: Prentice Hall, 2001), pp. 193–197.
- 9 Ibid.
- 10 Everett M. Rogers, *Diffusion of Innovations*, 5th ed. (New York: Free Press, 2003).
- 11 Philip Kotler and Gary Armstrong, *Principles of Marketing*, 9th ed. (Upper Saddle River, NJ: Prentice Hall, 2001), pp. 245–261.
- 12 Ibid., pp. 259–262.
- 13 Ibid., pp. 266–267.
- 14 John Zagula and Richard Tong, *The Marketing Playbook: Five Battle-Tested Plays for Capturing and Keeping the Lead in Any Market* (New York: The Penguin Group, 2004).
- 15 Kotler and Keller, *Marketing Management*, p. 372.
- 16 Kotler and Armstrong, *Principles of Marketing*, p. 371.
- 17 Philip Kotler, Ned Roberto, and Nancy Lee, *Social Marketing: Improving the Quality of Life* (Thousand Oaks, CA: Sage, 2002), p. 264.
- 18 Kotler and Keller, *Marketing Management*, p. 20.
- 19 Robert Lauterborn, “New Marketing Litany: 4P’s Passe; C-Words Take Over,” *Advertising Age*, October 1, 1990, p. 26.
- 20 Andreasen and Kotler, *Strategic Marketing*, p. 617.
- 21 Andreasen and Kotler, *Strategic Marketing*, p. 618.
- 22 American Marketing Association, 2004.

Chapter 3

- 1 Philip Kotler and Gary Armstrong, *Principles of Marketing*, 9th ed. (Upper Saddle River, NJ: Prentice Hall, 2001), pp. 72–73.
- 2 Philip Kotler and Kevin L. Keller, *Marketing Management*, 12th ed. (Upper Saddle River, NJ: Prentice Hall, 2005), p. 699.
- 3 International Obesity Task Force, “Childhood Obesity,” May 4, 2005, <http://www.ietf.org/childhood/>.
- 4 United Press International: Food: “TV chef transforms U.K. school meals,” March 22, 2005, <http://www.upi.com/view.cfm?StoryID=20050322-101930-7242r> (accessed May 2, 2005).
- 5 Sydney Morning Herald, “Jamie gives school meals the wooden spoon,” March 24, 2005, www.smh.com.au.
- 6 Ibid.
- 7 International Herald Tribune, “Chef whips U.K. school cafeterias into shape,” April 25, 2005, Sarah Lyall, *The New York Times*, http://iht.com/bin/print_ipub.php?file=/articles/2005/04/24/news/cook.php.
- 8 Ibid.
- 9 Ibid.
- 10 Ibid.
- 11 United Press International: Food: “TV chef transforms U.K. school meals,” March 22, 2005, <http://www.upi.com/view.cfm?StoryID=20050322-101930-7242r>.
- 12 Future School News, <http://www.futureschool.ca/news/industrynews.cfm?ArticleID=633> (accessed May 2, 2005).
- 13 Sydney Morning Herald, “Jamie gives school meals the wooden spoon,” March 24, 2005, www.smh.com.au.
- 14 United Press International: Food: “TV chef transforms U.K. school meals,” March 22, 2005, <http://www.upi.com/view.cfm?StoryID=20050322-101930-7242r>.
- 15 International Herald Tribune, “Chef whips U.K. school cafeterias into shape,” April 25, 2005, Sarah Lyall, *The New York Times*, http://iht.com/bin/print_ipub.php?file=/articles/2005/04/24/news/cook.php.

- 16 Sydney Morning Herald, “Jamie gives school meals the wooden spoon,” March 24, 2005, www.smh.com.au.
- 17 International Herald Tribune, “Chef whips U.K. school cafeterias into shape,” April 25, 2005, Sarah Lyall, *The New York Times*, http://iht.com/bin/print_ipub.php?file=/articles/2005/04/24/news/cook.php.
- 18 Kotler and Armstrong, *Principles of Marketing*, p. 300.
- 19 Silicon Valley Power, City of Santa Clara, California, publication, 2002.
- 20 <http://www.siliconvalleypower.com> (accessed May 9, 2005).
- 21 David Osborne and Ted Gaebler, *Reinventing Government: How the Entrepreneurial Spirit Is Transforming the Public Sector* (Plume, 1993), pp. 193–194.
- 22 Kotler and Armstrong, *Principles of Marketing*, p. 294.
- 23 <http://www.ezpass.com> (accessed May 9, 2005).
- 24 Kotler and Armstrong, *Principles of Marketing*, pp. 338–353.
- 25 *Ibid.*, p. 340.
- 26 Osborne and Gaebler, *Reinventing Government*, pp. 219.
- 27 <http://www.lyricsfreak.com/k/kenny-rogers/77886.html> (accessed May 12, 2005).
- 28 <http://www.2good2toss.com>.
- 29 <http://www.ojp.usdoj.gov/pressreleases/OJJDPO5008.htm>.
- 30 <http://www.amberalert.gov/> (accessed May 12, 2005).
- 31 Kotler and Keller, *Marketing Management*, pp. 322–324.
- 32 Adapted from Kotler and Keller, *Marketing Management*, pp. 322–331.
- 33 *Ibid.*
- 34 James Nevels, “Reading, Writing, ROI,” *Forbes*, March 14, 2005, p. 38.
- 35 The Communication Initiative—Experiences—Nepalese Health Fairs—Nepal <http://www.comminit.com/experiences/pds12004/experiences-457.html> (accessed May 19, 2005).
- 36 Louvre Museum Official Website, <http://www.louvre.fr/anglais/palais/museum.htm> (accessed May 19, 2005). Other references for this section include Le Musée du Louvre—The Louvre

Museum, <http://www.discoverfrance.net/France/Paris/Museums-Paris/Louvre.shtml>, and Gedi Online—Louvre, <http://www.gedi.cn/en/paris/louvre.html> (accessed May 23, 2005).

37 Ibid.

Chapter 4

- 1 National Highway Traffic Safety Administration, “The Economic Impact of Motor Vehicle Crashes,” 2000, Technical Report Documentation. Report date, May 2002.
- 2 National Highway Traffic Safety Administration, “Programs for Hispanics,” <http://www.buckleuptexas.com/clickit/> (accessed May 26, 2005).
- 3 Ibid.
- 4 U.S. Department of Transportation—NHTSA, “The Facts to Buckle Up America,” <http://www.nhtsa.dot.gov/people/injury/airbags/buasbteens03/>.
- 5 U.S. Department of Transportation—NHTSA, “Click it or Ticket 2005 Mobilization—Fact Sheet: Safety Belt Use,” http://www.buckleupamerica.org/nmay05/fact_sheet.php (accessed May 26, 2005).
- 6 http://www.nhtsa.dot.gov/people/injury/airbags/clickit_ticke03/ciot-report04/CIOT%20May%202003/pages/Intro.htm (accessed May 26, 2005).
- 7 U.S. Department of Transportation—NHTSA, “Click it or Ticket 2005 Mobilization—Fact Sheet: Safety Belt Use,” http://www.buckleupamerica.org/nmay05/fact_sheet.php (accessed May 26, 2005).
- 8 <http://www.tdot.state.tn.us/ClickItorTicket/>.
- 9 “Not bucklin up? Click it or Ticket program returns,” Detroit Free Press, http://www.freep.com/news/metro/belt16e_20050516.htm (accessed May 26, 2005).
- 10 Ibid.
- 11 U.S. Department of Transportation—NHTSA, “Click it or Ticket 2005 Mobilization—Fact Sheet: Safety Belt Use,”

- http://www.buckleupamerica.org/nmay05/fact_sheet.php (accessed May 26, 2005).
- 12 NHTSA, Economic Impact of Crashes 2002.
 - 13 U.S. Department of Transportation—NHTSA, “Click It or Ticket 2005 Mobilization—Press Release,” http://www.buckleupamerica.org/nmay05/fact_sheet.php (accessed May 26, 2005).
 - 14 “Not bucklin up? Click it or Ticket program returns,” Detroit Free Press, http://www.freep.com/news/metro/belt16e_20050516.htm (accessed May 26, 2005).
 - 15 Philip Kotler and Kevin L. Keller, *Marketing Management*, 12th ed. (Upper Saddle River, NJ: Prentice Hall, 2005), pp. 437–450.
 - 16 Philip Kotler and Gary Armstrong, *Principles of Marketing*, 9th ed. (Upper Saddle River, NJ: Prentice Hall, 2001), p. 403.
 - 17 Rama Lakshmi, “A Meal and a Chance to Learn.” Special to *The Washington Post*, April 28, 2005.
 - 18 Ibid.
 - 19 Don Edwards Post, “Ten-Hut! The Army’s Bungling Recruitment,” Washingtonpost.com, Sunday, June 12, 2005.
 - 20 Ann Scott Tyson, “Army Aims to Catch Up on Recruits in Summer,” Washingtonpost.com, Saturday, June 11, 2005.
 - 21 *The Week*, May 6, 2005, p. 8.
 - 22 John Ritter, “Towns offer free land to newcomers.” *USA Today*, February 9, 2005, p. 1.
 - 23 <http://kansasfreeland.com> (accessed June 27, 2005).
 - 24 Arthur Stamoulis, “Tax on Plastic Bags Works,” The Woodchuck Cafe, http://www.greenworks.tv/woodchuckcafe/archives/feature_plasticbagtax.asp (accessed June 28, 2005).
 - 25 “Irish bag tax hailed success,” BBC News, Tuesday, August 20, 2002, <http://news.bbc.co.uk/1/hi/world/europe/2205419.stm> (accessed June 28, 2005).
 - 26 “Owners told to walk dogs or pay up,” *The Courier Mail*, Queensland Newspapers, April 24, 2005, <http://www.thecouriermail.news.com.au/printpage/0,5942,15070795,00.html>.

- 27 Peter Edidin, "Birds and bees in Singapore," *International Herald Tribune*, Tuesday, February 10, 2004, p. 2.
- 28 "Measure of Sustainability Eco-Labeling," http://www.canadianarchitect.com/asf/perspectives_sustainability/measures_of_sustainability/measures_of_sustainability ecolabeling.htm.
- 29 http://www.blauer-engel.de/englisch/navigation/body_blauer_engel.htm.
- 30 King County Animal Services, <http://www.metrokc.gov/lars/animal/services/plindex.htm>.
- 31 *The Filthy 15*, http://www.ci.tacoma.wa.us/tacomaneews/Filthy15/5647_S_Birmingham.asp (accessed March 7, 2006).

Chapter 5

- 1 Population Services International (PSI)/Nepal. Author interview, September 2005.
- 2 Metro Transit—Park and Ride Minneapolis/St. Paul Metro Area, <http://www.metrotransit.org/serviceInfo/parkRide.asp> (accessed August 24, 2005).
- 3 Wisconsin Tobacco Quit Line: Fax to Quit Program, http://www.ctri.wisc.edu/HC.Providers/healthcare_QL-Fax2Quit.htm (accessed August 24, 2005).
- 4 U.S. Census Press Releases, "U.S. Voter Turnout Up in 2004, Census Bureau Reports," <http://www.census.gov/Press-Release/www/releases/archives/voting/004986.html> (accessed August 24, 2005).
- 5 "Vote by Mail," Fairvote.org, <http://www.fairvote.org/turnout/mail.htm> (accessed August 24, 2005).
- 6 MidCentral District Health Board, New Zealand, <http://www.midcentral.co.nz/pub/Releases/Dental-Mobiles.pdf> (accessed August 24, 2005).
- 7 *The Citizen, The Newsletter of Citizens for Maryland Libraries*, Number 3, Summer 2000 (From an article by Jennifer McMeamin in the March 17, 2000 edition of the *Baltimore Sun*).

- 8 Triangle Transit Authority, http://www.ridetta.org/Home/News_Events/8-05TTAOnlinePassSales.htm (accessed August 22, 2005).
- 9 “Jail Adopts Video Visitation,” http://governmentvideo.com/articles/public/printer_74.shtml (accessed August 26, 2005).
- 10 Jessica Kowal, “Rapid HIV tests offered where those at risk gather: Seattle health officials get aggressive in AIDS battle by heading to gay clubs, taking a drop of blood and providing answers in 20 minutes,” *Chicago Tribune*, January 2, 2004, <http://www.aegis.com/news/ct/2004/CT040101.html> (accessed May 25, 2005).
- 11 24/7 Live Help—Utah.gov, <http://www.utah.gov/contact.html> (accessed August 22, 2005).
- 12 Washington State Liquor Control Board, “Sunday Sales Begin Sept. 4 in 20 State Stores,” August 19, 2005, <http://www.liq.wa.gov/releases/pr050819.asp> (accessed September 4, 2005).
- 13 The Government of the Hong Kong Special Administrative Region—Immigration Department, http://www.immd.gov.hk/ehtml/pledge_p7.htm (accessed September 4, 2005).

Chapter 6

- 1 Al Ries and Jack Trout, *Positioning: The Battle for Your Mind* (New York: Warner Books, 1986), p. 2.
- 2 “Branditis” is a term used by Paul Hoskins, director of brand consulting firm Precedent, <http://society.guardian.co.uk/think-tank/story/0,14097,1229027,00.html>.
- 3 Philip Kotler and Gary Armstrong, *Principles of Marketing*, 9th ed. (Upper Saddle River, NJ: Prentice Hall, 2001), p. 301.
- 4 Philip Kotler and Kevin L. Keller, *Marketing Management*, 12th ed. (Upper Saddle River, NJ: Prentice Hall, 2005), p. 278.
- 5 Kotler and Armstrong, *Principles of Marketing*, p. 302.
- 6 Kotler and Keller, *Marketing Management*, p. 281.
- 7 *Ibid.*, p. 301.
- 8 *Ibid.*, p. 284.
- 9 *Ibid.*, p. 280.

- 10 Ibid., p. 390.
- 11 “Smokey Bear Guidelines,” February 2004, <http://www.smokeybear.com/resources.asp> (accessed September 21, 2005).
- 12 <http://www.ams.usda.gov/nop/Consumers/brochure.html>.
- 13 CDC, “Preventing Chronic Disease,” http://www.cdc.gov/pcd/issues/2004/jul/04_0054.htm.
- 14 Kotler and Keller, *Marketing Management*, p. 282.
- 15 “Don’t Mess with Texas” Web site, <http://www.dontmesswithtexas.org/> (accessed September 25, 2005). “Don’t Mess with Texas” is a registered trademark of the Texas Department of Transportation.
- 16 Ibid.
- 17 “Smokey Bear Guidelines,” February 2004, <http://www.smokeybear.com/resources.asp> (accessed September 21, 2005).
- 18 Hong Kong International Airport Web site, <http://www.hongkongairport.com/eng/index.jsp> (accessed September 28, 2005).
- 19 Leon Stafford, “Brand Atlanta to Launch New Advertising Campaign,” August 21, 2005, *Atlanta Journal-Constitution*. Quote regarding spending referred to a “Bain Study.”
- 20 Ibid.
- 21 The official Web site of the Athens 2004 Olympic Games, “How Greece is perceived by the citizens of five major countries,” October 19, 2004, <http://www.athens2004.com/en/LatestNews/newslist?item=52abbd996b5bfffOOVgnVCM4000002b13>. (accessed September 28, 2005).
- 22 National Crime Prevention Council, *Guidelines for McGruff and Related Marks*, “A Capsule History of McGruff and the National Citizens’ Crime Prevention Campaign,” pp. 22–24.
- 23 National Crime Prevention Council Web site, <http://www.ncpc.org/ncpc/ncpc/?pg=10742> (accessed September 28, 2005).
- 24 Kotler and Keller, *Marketing Management*, pp. 294–295.
- 25 “The New D.A.R.E. Program,” <http://www.dare.com/home/newdareprogram.asp> (accessed September 30, 2005).
- 26 Charlie Parsons, President and Chief Executive Director of D.A.R.E., “The New D.A.R.E. Program,” <http://www.dare.com/home/newdareprogram.asp> (accessed September 30, 2005).

- 27 “The New D.A.R.E. Program,” <http://www.dare.com/home/newdareprogram.asp> (accessed September 30, 2005).
- 28 Ries and Trout, *Positioning: The Battle for Your Mind*, pp. 143–147.

Chapter 7

- 1 Author interview with Social Marketing Leader and Director, Organ Donation Breakthrough Collaborative, via email, November 2005.
- 2 PSI Profile, Social Marketing and Communications for Health, December 2004, The Ultimate Stamps of Approval: “Postal Campaigns Deliver AIDS Information Beyond Mass Media,” www.psi.org.
- 3 John L. Henshaw, “Safety and Health add value to your Business, Workplace and Life,” April 21, 2004, 8th Biennial Governor’s Pacific-Rim Safety and Health Conference, http://www.osha.gov/pls/oshaweb/owadisp.show_document?p_table=SPEECHES&p_id=755.
- 4 Ready.gov—From the U.S. Department of Homeland Security, <http://www.ready.gov/index.html> (accessed October 5, 2005).
- 5 Al Ries and Jack Trout, *Positioning: The Battle for Your Mind* (New York: Warner Books, 1986) pp. 11–13.
- 6 “Law, Regulation & Economy,” *Marketing News*, February 15, 2006, p. 4.
- 7 Herbert C. Kelman and Carl I. Hovland, “Reinstatement of the Communication in Delayed Measurement of Opinion Change,” *Journal of Abnormal and Social Psychology* 48 (1953): pp. 327–335.
- 8 Philip Kotler and Kevin L. Keller, *Marketing Management*, 12th ed. (Upper Saddle River, NJ: Prentice Hall, 2005), p. 546.
- 9 Chisaki Watanabe, “Japanese shedding ties to ease warming,” Associated Press, *The Seattle Times*, Business Section, June 2, 2005.

- 10 Randy Dotinga, "Military channel reports for duty," *Christian Science Monitor*, <http://www.csmonitor.com/2005/0425/p11s01-usmi.htm> (accessed October 27, 2005).
- 11 Kotler and Keller, *Marketing Management*, p. 536.
- 12 Peace Corps Web site, Media section, <http://www.peacecorps.gov/index.cfm?shell=resources.media.psa> (accessed October, 31, 2005).
- 13 See Neil Neroutsos, "Snohomish PUD Tackles Enron: Northwest Utility Uncovers Evidence Showing Widespread Corruption," *Northwest Public Power Association Bulletin*, July 2004, pp. 25–27. Also see utility's Web site at www.snopud.com.
- 14 "Best Practices in Community Policing" with Wesley Skogan, Professor of Political Science at the Institute for Policy Research at Northwestern University, PBS, August 17, 2004.
- 15 Hanley and Wood, *Public Works*, June 2005, 136(7), www.pwmag.com, pp. 28–31.
- 16 Tennessee Valley Authority, "Put Green Power to Work," http://www.tva.gov/greenpowerswitch/green_comm.htm.
- 17 "Dagen H," Wikipedia, the free encyclopedia, http://en.wikipedia.org/wiki/Dagen_H (accessed October 3, 2005).
- 18 Kotler and Keller, *Marketing Management*, p. 548.
- 19 OnPoint Marketing and Promotions, "Buzz Marketing," <http://www.onpoint-marketing.com/buzz-marketing.htm> (accessed November 1, 2005).
- 20 John Tierney, "Magic Marker Strategy," September 6, 2005, nytimes.com/travel
- 21 Alan Andreasen and Philip Kotler, *Strategic Marketing for Nonprofit Organizations*, 6th ed. (Upper Saddle River, NJ: Prentice Hall, 2002), p. 490.
- 22 Ibid.
- 23 Ibid.
- 24 Philip Kotler, Ned Roberto, and Nancy Lee, *Social Marketing: Improving the Quality of Life* (Thousand Oaks, CA: Sage, 2002), p. 307.
- 25 Ibid.

- 26 Philip Kotler and Gary Armstrong, *Principles of Marketing*, 9th ed. (Upper Saddle River, NJ: Prentice Hall, 2001), pp. 515–518.

Chapter 8

- 1 Alan Brunacini, Fire Chief, City of Phoenix, Fire Department, “Essentials of Fire Department Customer Service,” 1996, Copyright by Alan Brunacini. Excerpts from this book and an interview with the chief on April 10 and 11, 2005.
- 2 Ibid.
- 3 Ann Laurent, Associate Editor, *Government Executive Magazine*, “The Big Picture on Customer Feedback,” EPA Customer Service Conference, November 30–December 1, 1999, <http://www.epa.gov/customerservice/conferences/proceedings/proceedingsfeedback.htm>.
- 4 U.S. Census Bureau, Strategic Plan 2004–2008, <http://www.census.gov/main/www/aboutus.html> (accessed April 21, 2005).
- 5 U.S. Census Bureau, Census 2000 Mail Return Rates, January 30, 2003, Final Report. p. v.
- 6 Robert Spector and Patrick McCarthy, *The Nordstrom Way to Customer Service Excellence* (Hoboken, NJ: John Wiley & Sons, 2005), p. xiii.
- 7 Ibid., p. 91.
- 8 Philip Kotler and Kevin L. Keller, *Marketing Management*, 12th ed. (Upper Saddle River, NJ: Prentice Hall, 2005), p. 140.
- 9 Spector and McCarthy, *The Nordstrom Way to Customer Service Excellence*, p. 115.
- 10 Ibid., p. 122.
- 11 Singapore Changi Airport, http://www.singaporemirror.com.sg/ab_infr_airport.htm (accessed March 3, 2005).
- 12 Unisys, “Singapore’s Changi International Airport Services (CIAS) ‘Checking In’ with New Unisys Solution to Expedite Passenger Processing,” <http://www.unisys.com.hk> (accessed April 21, 2005).

- 13 United Kingdom Passport Service, "UK Passport Service: Improving Passport Security and Tackling ID Fraud," Press Release March 24, 2005, http://www.ukpa.gov.uk/textonly/english/t_press_240305.asp (accessed April 25, 2005).
- 14 Ibid.
- 15 Tony Kontzer, "Government Agencies Look to CRM Software," *InformationWeek*, December 6, 2004, <http://www.informationweek.com/showArticle.jhtml?articleID=54800256> (accessed April 7, 2005).
- 16 "Feds pump up the CRM," *MM*, March/April 2002, p. 5.
- 17 Joseph Sensenbrenner, "Quality Comes to City Hall," *Harvard Business Review*, March-April 1991, p. 68.
- 18 Ibid.
- 19 Institute for Citizen-Centred Service, "Benchmarking: Benefits and Lessons Learned," <http://www.iccs-isac.org/eng/benchmark.htm> (accessed April 25, 2005).
- 20 The American Customer Satisfaction Index, <http://www.theacsi.org/overview.htm> (accessed April 27, 2005).
- 21 Ned Roberto, *How to Make Local Governance Work* (Asian Institute of Management, 2002).

Chapter 9

- 1 Ian Sample, "Fat to fit: how Finland did it," *The Guardian*, Saturday, January 15, 2005, <http://www.guardian.co.uk/befit/story/0,15652,1385645,00.html>.
- 2 Ibid.
- 3 Ibid.
- 4 Ibid.
- 5 Ilkka Vuori, Becky Lankenau, and Michael Pratt, "Physical Activity Policy and Program Development: The Experience in Finland," *Public Health Reports*, May-June 2005, Volume 119, pp. 331-345.
- 6 Ian Sample, "Fat to fit: how Finland did it," *The Guardian*, Saturday, January 15, 2005, <http://www.guardian.co.uk/befit/story/0,15652,1385645,00.html>.

- 7 Philip Kotler, Ned Roberto, and Nancy Lee, *Social Marketing: Improving the Quality of Life* (Thousand Oaks, CA: Sage, 2002), p. 5.
- 8 Behavior Risk Factor Surveillance System, <http://www.cdc.gov/brfss/>.
- 9 J. Prochaska and C. DiClemente, "Stages and Processes of Self-Change of Smoking: Toward an Integrative Model of Change," *Journal of Consulting and Clinical Psychology*, 51, 1983, pp. 390–395.
- 10 Alan Andreasen, *Marketing Social Change: Changing Behavior to Promote Health, Social Development, and the Environment* (San Francisco: Jossey-Bass, 1995), p. 148.
- 11 <http://oee.nrcan.gc.ca/transportation/idling/material/campaign-resources.cfm?attr=28#stickers>, <http://toolsofchange.com/English/CaseStudies/default.asp?ID=181>.
- 12 B. Smith, "Beyond 'Health' as a Benefit," *Social Marketing Quarterly*, 9(4), Winter 2003, pp. 22–28.
- 13 Michael Rothschild, Plenary Presentation, 13th Annual Social Marketing in Public Health Conference, June 2003.
- 14 Michael Rothschild, "Accommodating Self-Interest," *Social Marketing Quarterly*, 8(2), Summer 2002, pp. 32–35.
- 15 Tools of Change Case Study, "Road Crew Reduces Drunk Driving," <http://toolsofchange.com/English/CaseStudies/default.asp?ID=181> (accessed November 4, 2005).
- 16 Snohomish Health District, Washington State, Marketing Plan, April 2003.
- 17 Tendai Dhliwayo, "Taking you home," City of Johannesburg Official Web site, April 23, 2003, http://www.joburg.org.za/2003/apr/apr23_home.stm (accessed October 20, 2005).
- 18 City of Austin, "Scoop the Poop: Dogs for the Environment" Web site, <http://ci.austin.tx.us/watershed/petwaste.htm> (accessed November 18, 2005).
- 19 Kotler, Roberto, and Lee, *Social Marketing*, p. 308–309.
- 20 A.G. Greenwalk, C.G. Carnot, R. Beach, and B. Young, "Increasing voting behavior by asking people if they expect to vote," *Journal of Applied Psychology*, 72, 1987, pp. 315–318.

- As described in D. McKenzie-Mohr and W. Smith, *Fostering Sustainable Behavior: An Introduction to Community-Based Social Marketing* (Gabriola Island, British Columbia, Canada: New Society, 1999), p. 47.
- 21 Doug McKenzie-Mohr, Quick Reference: Community-Based Social Marketing, www.cbsm.com.
 - 22 D. McKenzie-Mohr and W. Smith, *Fostering Sustainable Behavior*, p. 61.
 - 23 Alan Andreasen, *Marketing in the 21st Century* (Thousand Oaks, CA: Sage, 2006), p. 11.

Chapter 10

- 1 AED Center for Environmental Strategies, “From Crisis to Consensus: A New Course for Water Efficiency in Jordan,” 2004.
- 2 Causes & Effects, The Newsletter of Corporate Alliances with Charitable Causes, 19(8), August 2005, p. 1.
- 3 Philip Kotler and Nancy Lee, *Corporate Social Responsibility: Doing the Most Good for Your Company and Your Cause* (Hoboken, NJ: John Wiley & Sons, 2005), p. 5.
- 4 *Ibid.*, p. 12.
- 5 Johnson & Johnson, “Johnson & Johnson Campaign Raises \$7 Million for Nursing Shortage,” Press Release, May 10, 2005, http://www.jnj.com/news/jnj_news/20050509_164453.htm.
- 6 <http://www.jnj.com/home.htm>.
- 7 American Express Company, “American Express Launches National Campaign to Help Reopen the Statue of Liberty; Pledges a Minimum of \$3 million with Cardmember Support,” News Release, November 25, 2003.
- 8 Kotler and Lee, *Corporate Social Responsibility*, p. 13.
- 9 *Ibid.*, p. 106.
- 10 Tools of Change Case Study, “Back to Sleep—Health Canada SIDS Social Marketing Campaign,” <http://www.toolsofchange.com/English/CaseStudies/default.asp?ID=161> (accessed July 26, 2005).

- 11 Kotler and Lee, *Corporate Social Responsibility*, pp. 31–32.
- 12 Author interview with manager, Global Communications & PR, GE Consumer & Industrial Products, via email, September 2003. Kotler and Lee, *Corporate Social Responsibility*, pp. 152–153.
- 13 Motorola Inc., “Motorola: Leadership Programs to Protect the Environment,” <http://www.motorola.com/EHS/environment/leadership/> (accessed April 16, 2004).
- 14 Kotler and Lee, *Corporate Social Responsibility*, p. 217.
- 15 Ibid.
- 16 Casey Family Programs, “Public-private partnership to improve Wyoming’s child welfare system,” December 17, 2003, <http://www.casey.org/MediaCenter/PressReleasesAndAnnouncements/121703WyomingPartnership.htm>.
- 17 <http://www.adcouncil.org/campaigns/>.
- 18 Ibid.
- 19 <http://www.Puravidacoffee.com>.
- 20 Department of Homeland Security, “Secretary Ridge Addresses American Red Cross in St. Louis,” May 21, 2004, <http://www.dhs.gov/dhspublic/display?theme=44&content=3575&print=true>.
- 21 Department of Homeland Security, “Homeland Security and American Red Cross Co-Sponsor National Preparedness Month 2005,” Press Release, June 9, 2005, <http://www.dhs.gov/dhspublic/display?theme=43&content=4538&print=true>.
- 22 New Zealand Injury Prevention Strategy, <http://www.nzips.govt.nz/priorities/drowning.html> (accessed August 1, 2005).
- 23 Kotler and Lee, *Corporate Social Responsibility*, pp. 263–276.

Chapter 11

- 1 This project was carried out with the aid of a grant by Research for International Tobacco Control (RITC), an international secretariat housed within the International Development Research Centre (IDRC) in Ottawa, Canada.
- 2 Philip Kotler and Gary Armstrong, *Principles of Marketing*, 9th ed. (Upper Saddle River, NJ: Prentice Hall, 2001), p. 138.

- 3 Alan Andreasen, *Marketing Social Change: Changing Behavior to Promote Health, Social Development, and the Environment* (San Francisco: Jossey-Bass, 1995), p. 98.
- 4 http://factfinder.census.gov/home/saff/main.html?_lang=en (accessed March 26, 2005).
- 5 Andreasen, *Marketing Social Change*, p. 98.
- 6 Philip Kotler and Kevin L. Keller, *Marketing Management*, 12th ed. (Upper Saddle River, NJ: Prentice Hall, 2005), p. 104.
- 7 *Ibid.*, p. 106.
- 8 *Ibid.*, p. 111.
- 9 Kotler and Armstrong, *Principles of Marketing*, p. 152.
- 10 *Ibid.*, p. 153.
- 11 Andreasen, *Marketing Social Change*, p. 105.
- 12 Alan Andreasen, *Marketing Research That Won't Break the Bank: A Practical Guide to Getting the Information You Need*, 2nd ed. (San Francisco: Jossey-Bass, 2002).

Chapter 12

- 1 Alan Andreasen and Philip Kotler, *Strategic Marketing for Nonprofit Organizations*, 6th ed. (Upper Saddle River, NJ: Prentice Hall, 2002), pp. 500–502.
- 2 U.K. Government News Network, “New Campaigns to Reduce Gum Litter,” <http://www.gnn.gov.uk/environment/detail.asp?ReleaseID=189651&NewsAreaID=2&NavigatedFromDepartment=True> (accessed March 13, 2006).
- 3 U.K. Department for Environment Food and Rural Affairs, “Local environmental quality: Chewing gum pilot campaigns,” <http://www.defra.gov.uk/environment/localenv/gum/pilot.htm>.
- 4 U.S. Department of Labor, <http://www.bls.gov/nls/#overview> (accessed March 20, 2006).

Chapter 13

- 1 Joseph Perello, NYC Marketing, “The Fourth New York,” Address to The Economist’s 2nd Annual Marketing Roundtable, March 25, 2004, http://www.nyc.gov/html/nycmktg/html/cmo_bio/economist.shtml.
- 2 Ibid.
- 3 Ibid.
- 4 Ibid.
- 5 Joseph Perello, “The Power of Being Unreasonable,” *CMO Magazine*, September 2005, New York City, http://www.cmomagazine.com/read/090105/joseph_perello.html.
- 6 Philip Kotler and Kevin L. Keller, *Marketing Management*, 12th ed. (Upper Saddle River, NJ: Prentice Hall, 2005), p. 310.
- 7 Ibid.
- 8 Ibid.