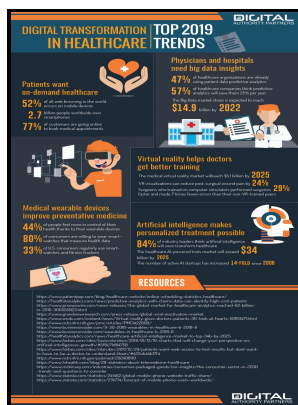


Social marketing for public health - global trends and success stories

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Notes: Includes bibliographical references and index.

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Thus it is important to note that SMS, especially in developing nations, is still the primary means of communicating between cellular devices. Within seconds of looking at the carton of lemons, someone was educated on the signs of breast cancer without having to deal with a lot of text or any unpleasant images.

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Social marketing in public health

The text provides an in-depth and up-to-date treatment of the subject matter. Despite this growth, many public health professionals have an incomplete understanding of the field.

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