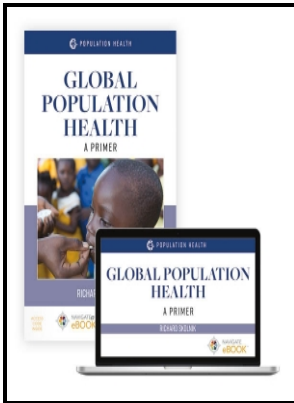


Social marketing for public health - global trends and success stories

Jones and Bartlett - How Social Media Is Shaking Up Public Health and Healthcare



Description: -

-

Theater, Tanz, Film

OUR Brockhaus selection

Peru -- History -- 1548-1820.

Santos Atahualpa, Juan, -- ca. 1710-ca. 1756.

Public health

Social marketing

Health promotionSocial marketing for public health - global trends

and success stories

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Notes: Includes bibliographical references and index.

This edition was published in 2009



Filesize: 31.91 MB

Tags: #SOCIAL #MARKETING #FOR #PUBLIC #HEALTH #GLOBAL #TRENDS #AND #SUCCESS #STORIES

10 Effective Public Health Social Media Campaigns

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. Social media has influenced public and personal health spaces recently in two particular ways: Social media can both help facilitate information sharing and be problematic in spreading rumours during normal or seasonally expected health events and health crises.

SOCIAL MARKETING FOR PUBLIC HEALTH GLOBAL TRENDS AND SUCCESS STORIES

The mission of the New York Alliance for Donation is to increase organ, eye and tissue donation in New York State through collaborative advocacy, education, promotion, and research.

Social marketing in public health

Across the health spectrum, the way that many now communicate more rapidly, access supplemental research data, and arm themselves with pertinent health information needed to manage their own health and those of others has been propelled by access to information via social media, coupled with the ubiquity of cellular devices.

Social Marketing For Public Health: Global Trends And Success Stories

From clinical healthcare to public health campaigns, the health industry is increasingly turning to social media to support, promote and increase the spread of information and data in order to improve both personal and community health practices. The verification of this shared health information, especially as it relates to fast-moving epidemics or heightened seasonal health concerns is crucial to keeping the public accurately informed.

Social Marketing for Public Health: Global Trends and Success Stories (Paperback)

Social marketing for public health global trends and success stories edited by hong cheng phd associate professor of advertising e w scripps school of journalism ohio university philip kotler phd s c johnson distinguished professor of international marketing kellogg school of management

northwestern university nancy r lee mba president. Each chapter focuses on one selected country, making the content very accessible. For example, hospital and physician participation in social media platforms helps them to manage their reputation by elevating their own content in search results, while also reducing the influence of misinformation.

Social Marketing for Public Health: Global Trends and Success Stories (Paperback)

E-commerce encompasses all online shopping conducted through retail websites, mobile sites, and online marketplaces. These are shared on the World Heart Foundation website and social channels.

Social Marketing for Public Health: Global Trends and Success Stories 1st Edition

Has used sticker s and some writing or highlighting. Scripps School of Journalism at Ohio University.

Social Marketing for Public Health: Global Trends and Success Stories 1st Edition

Finally, we reflect on future developments in the field. Publisher: Jones and Bartlett Publishers, Inc ISBN: 9780763757977 Number of pages: 422 Weight: 680 g Dimensions: 226 x 175 x 25 mm You may also be interested in. Each chapter focuses on one selected country, making the content very accessible.

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