



Information Campaigns: Balancing Social Values and Social Change (SAGE Series in Communication Research)

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Working from the premises that information campaigns and social marketing efforts represent attempts at planned social change and that it is insufficient to examine inherently social phenomena in a social vacuum, the contributors to this volume provide a social context for examining these domains. Interdisciplinary in approach, this volume represents a merging of the traditions of marketing and strategic communication.

The first section, Campaigns and Social Structure, pays particular attention to the social context in which campaigns are designed, implemented and analyzed. Each chapter addresses a set of concerns campaign organizers face and, as a whole, illustrate the broad range of social concerns which campaigns address

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