

**Fostering Sustainable Behavior: An Introduction To
Community-Based Social Marketing By Doug McKenzie-
Mohr**

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Fostering Sustainable Behavior: an Introduction to Community-Based Social Marketing of tools that help to foster behavior change. McKenzie-Mohr, Doug and William

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Dr. Doug McKenzie-Mohr is an environmental As the founder of community-based social marketing, Fostering Sustainable Behavior explains how the field of

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