

*Transformative Social
Marketing: What It Means
for Social Marketers*



R. Craig Lefebvre, PhD

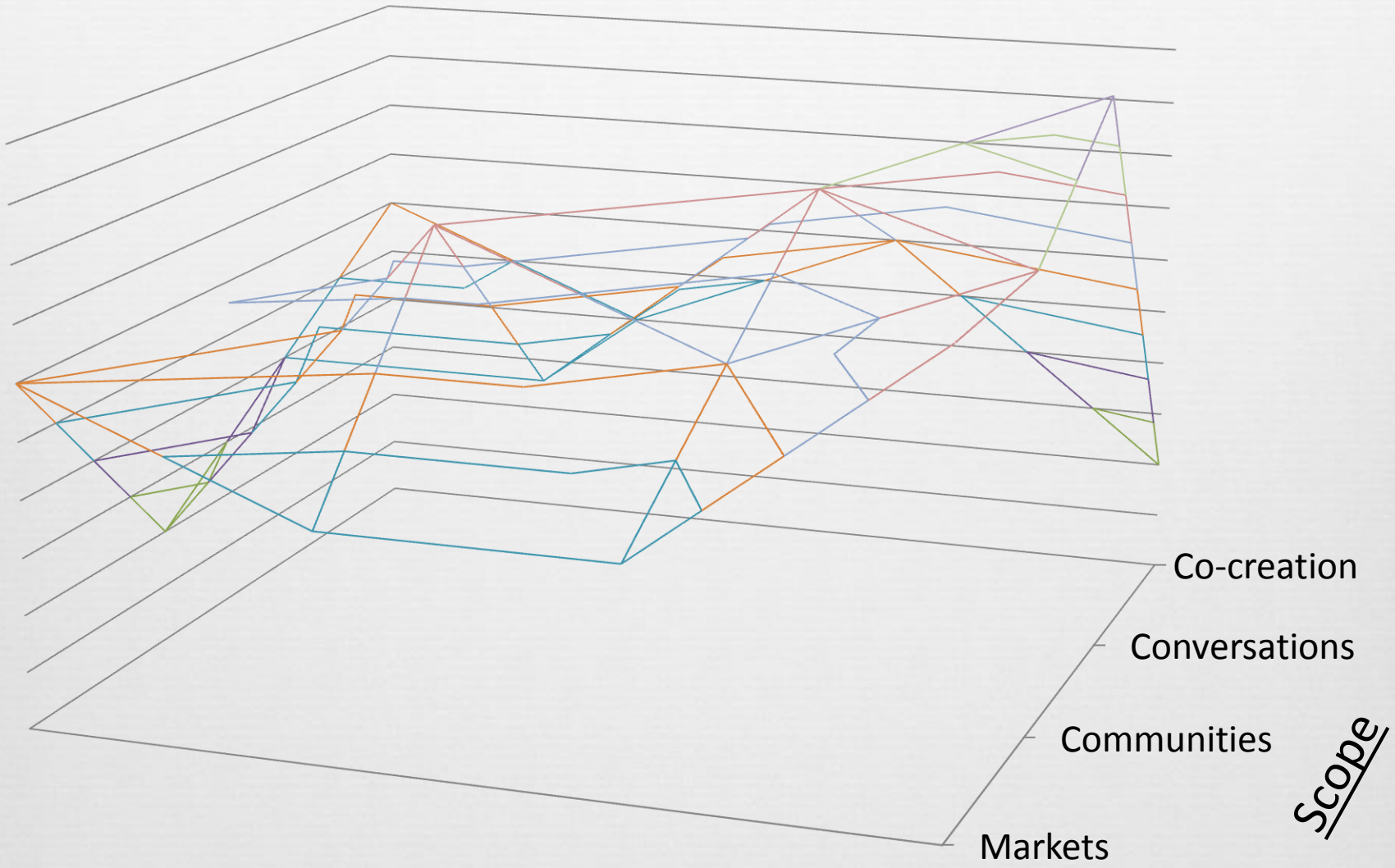
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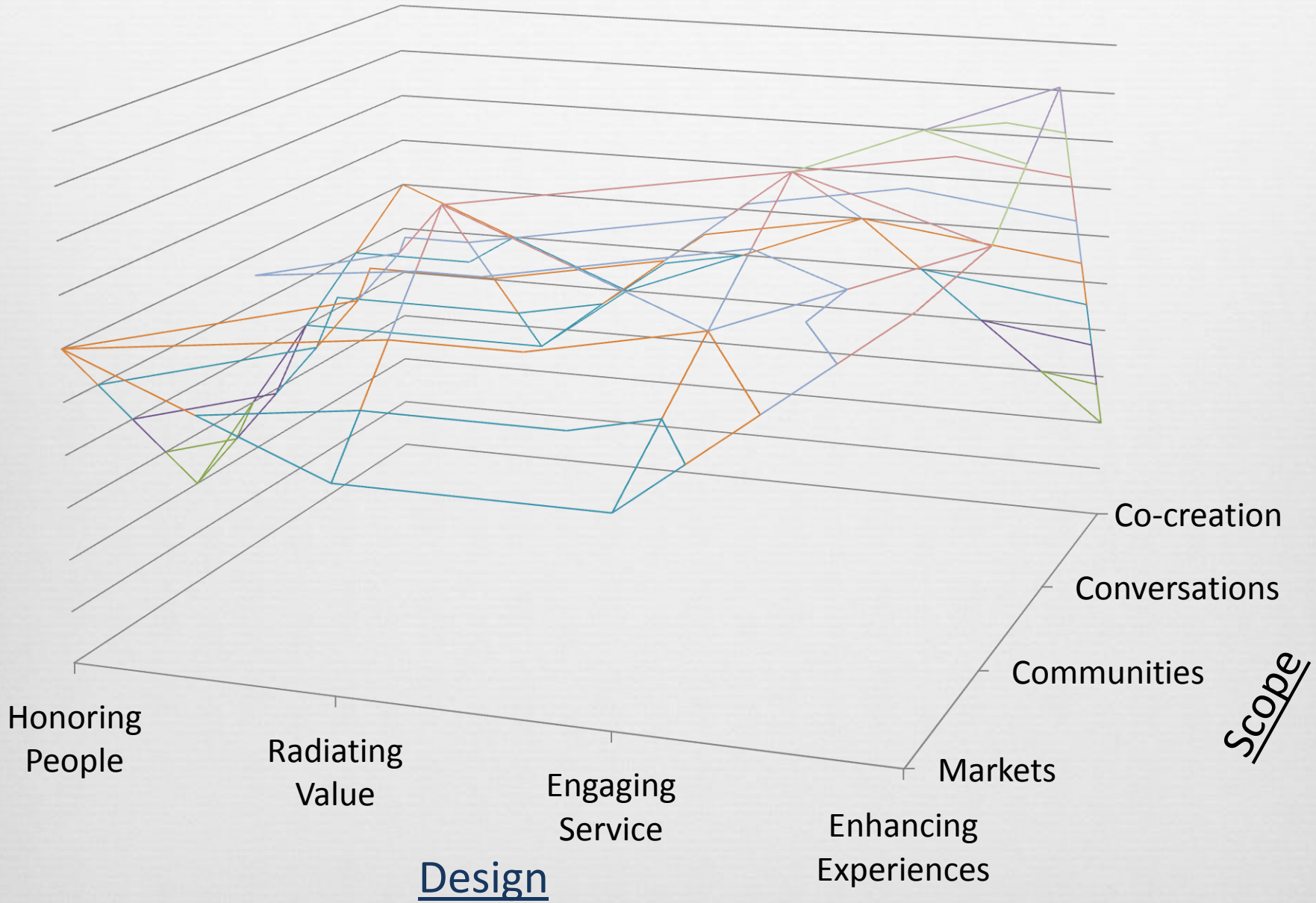
socialShift

RTI International

University of South Florida College of Public Health

World Social Marketing Conference, Toronto, Ontario 21 April 13





Honoring
People

Radiating
Value

Engaging
Service

Enhancing
Experiences

Co-creation

Conversations

Communities

Markets

Design

Scope

Transformative Social Marketing

