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Editors

Best Practices in Marketing and their Impact on Quality of Life

 Springer

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Foreword

It is a great pleasure to write the foreword of this book. This book is first in the ISQOLS/Springer Applying Quality of Life Research Book Series. Professor Dave Webb from the University of Western Australia is the book series editor. We hope that this book will set the stage for many Best Practices books that will follow. This particular volume focuses on best practices in social and public sector marketing with an eye on quality of life. The editors of this volume are Prof. Helena Alves (University of Beira Interior, Portugal) and Prof. Jose Luis Vazquez (University of Leon, Spain).

Many of the case studies in this volume are written guided by a quality-of-life (QOL) marketing philosophy. The first chapter written by the editors (Alves and Vázquez) introduces the reader to the QOL marketing concept. The authors do a very good job describing the concept in great detail and outline the stream of research that this concept has induced. This central tenet of the QOL marketing concept is that any organization, profit or nonprofit, can practice QOL marketing by enhancing marketing beneficence and reducing marketing non-maleficence. Marketing beneficence is about enhancing the “product” (consumer good, service, or program) benefits to the consumers in ways to enhance consumers’ QOL. This can be accomplished through better target marketing (targeting consumers who are most likely to benefit from the product the most), better product decisions (designing and developing the product in ways to significantly enhance the QOL of target consumers without jeopardizing their health and safety), better pricing decisions (pricing the product affordably for the target consumers), better distribution decisions (distributing the product to target consumers through channels that maximize product accessibility), and better promotion decisions (providing target consumers with quality and quantity information about the true benefits and costs). Marketing non-maleficence is about minimizing externalities. This can be accomplished by ethical target marketing (avoiding targeting consumers that are not likely to benefit from the product or possibly abusing the product), ethical product decisions (designing and developing a product that is safe to the nonconsuming public), ethical pricing decisions (minimizing financial loss to distributors, avoiding predatory pricing

practices, etc.), ethical distribution decisions (e.g., minimizing health and safety risks to logistics and transportation employees), and ethical promotion decisions (e.g., educating the nonconsuming public about the health and safety risks associated with the product).

As such, this book brings together varied cases dealing with a variety of topics. The first case (“The Alliance for Appalachia” by Walter Wymer) focuses on the marketing of community activism in the USA to improve the QOL of community residents. The second case (“Stakeholders’ Reactions to an Upstream Intervention to Improve Children’s Diets” by Simone Pettigrew and Melanie Pescud) focuses on childhood obesity in Australia and describes an intervention program (classroom rewards) designed to decrease children’s consumption of unhealthy food. The third case (“Marketing Strategy of Museums” by Rodoula H. Tsiotsou and Eleni P. Mavragani) describes the marketing of a new museum in Greece. The fourth case (“Communicating Town” by Anna Vaňová, Alica Božková, and Miroslav Foret) presents a case describing how a town council and officials communicate with the town residents about town-related events and conditions. The fifth case (“Get Your Life into Gear” by Sinead Duane and Christine Domegan) describes an intervention program in Ireland designed to reduce obesity through the workplace. The sixth case (“Development of a Marketing Strategy for German Minority Association in Croatia” by Mirna Leko Šimić and Renata Trischler) analyzes the marketing program of an ethnic minority in Croatia designed to enhance the QOL of its members. The seventh case (“Place Marketing and Residents’ Perceptions of Improvements on QOL” by Helena Alves and José Luis Vázquez) presents a case related to event marketing—events organized by a Portuguese township to enhance the QOL of the town’s residents. Case 8 (“Relationship Marketing in the Local Authority” by Katarína Petríková and Anna Vaňová) focuses on how local government in Slovak local municipalities reaches out to its citizens to improve their QOL. Case 9 (“The Role of Health Marketing in Educating the Demand for the Public Hospital Emergency Services” by Juan Miguel Rey-Pino) focuses on best practices related to hospital emergency services in Spain. Case 10 (“Hagar: From Darkness to Hope in Cambodia” by Coralie Nancarrow, Rebecca Larsen, Dave Webb, and Sean Wrigley) describes the best practices of Hagar—an organization located in Cambodia whose mission is to serve women, young adults, and children who have been rescued or escaped from sex and labor trafficking, domestic violence, acid burns, and torture. Case 11 (“Organ Donation in Ireland” by Maurice Murphy) analyzes the current state of organ donation in Ireland. Based on this analysis, the authors make key marketing recommendations to improve the system of organ donation. Case 12 (“How a Municipality Can Serve the Elderly Public” by Arminda do Paço) discusses the best practices of the marketing of a service organization devoted to improve the QOL of elderly residents in a town in Portugal. Case 13 (“Preventing Diabetes-Related Amputations” by Jessica Price) focuses on the health problems related to type 2 diabetes among Aboriginal Australians and the marketing campaign designed to educate this target population about specific health practices to prevent diabetes-related amputations. Case 14 (“Qimaavik Women’s Shelter” by Anne M. Lavack)

focuses on a women's shelter in Canada and its best marketing practices. The final case ("Improving Employees' QOL" by M. Isabel Sánchez-Hernández and María Purificación García-Miguélez) describes the service of employer branding in Spain and its impact on motivating employers to enhance the QOL of their employees.

These 15 cases cover a wide range of best practices in social marketing. The reader will learn much about how government and nonprofit organizations can market their "product" in ways to enhance the QOL of their target "consumers." Again, I am delighted to provide a stamp of approval to this Best Practices book, and I hope that the reader will significantly benefit from this repository of knowledge.

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Yours Truly,
M. Joseph Sirgy, Ph.D.

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