

Preface

It is by being irrelevant, untimely, and dislocated, by being abstract, that the new is brought into existence, that creation and invention insert their surprise into the everyday and the concrete, that change is adequately understood.
(Elizabeth Grosz, 2010, p. 51)

This book provides a comprehensive overview of behaviour change models as they have been applied to social marketing contexts. The main target readers include researchers and research students, academics and non-governmental and public sector researchers interested in designing, managing and evaluating the outcomes of social marketing and behaviour change interventions. Considering the book's multidisciplinary nature, its intended readership also extends beyond the social marketing discipline, to social and environmental psychology, as well as those working in public intervention and public policy areas such as health promotion. The book covers a wide range of behaviour change theories and models, and is divided into nine parts. Parts II to VIII present a discussion of relevant theories and models from a specific point of view (in terms of research and practice), followed by case studies illustrating how selected models and theories have been utilized and tested within the social marketing context.

The conception of this book has been inspired by the rapid development of the social marketing discipline in recent years, and particularly the ongoing conversations that arose out of the 3rd World Social Marketing Conference in Toronto in 2013 on redefining social marketing. The *Journal of Social Marketing*, for example, announced a special issue call for papers on social marketing beyond behaviour change shortly after the conference. Making available the research base of a discipline requires books such as these to provide the foundation on which future researchers can conduct their enquiries. Social change, social innovation, social advocacy and social good are keywords forwarding social marketing's theoretical and practice-based development. However, as demonstrated multiple times in this book, the distinction between behaviour change and social change may not always be clear-cut. Behaviour change contributes to and happens within the context of broader social change, while social change can manifest, demand, condition, or inhibit desirable change in human behaviour. Deciding what is 'best' is left up to the reader.

All the case studies in this book went through a rigorous double-blind review process. We are grateful for these contributions, all of which clearly demonstrate best practice in social marketing. As with all best practice, the theoretical foundation underpinning these case studies played a constitutive role in their realization. In return, their successes and shortcomings reassure, challenge, and call for revision and reconsideration of the theories and models we have in our toolbox.