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Shawn Burn, Robert Cialdini, Mark Costanzo, John Darley, James Dyal, Scott Geller, Marti Hope Gonzales, William Kempton, Wesley Schultz, Clive Seligman, Neil

Wolman, And Ray De Young. You Can Find References To Their Work In The References Section Of The Book As Mar 3th, 2024

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The Psychology Of Sustainable Behavior (Sept. 2009)

Action (e.g., Composting). Successful Sustainability Campaigns Start With An Analysis Of The Barriers People Face In Carrying Out A Particular Sustainable Action. Community-based Social Marketing (www.cbsm.com) Is An Approach To Fostering Sustainable Behavior With Its Roots In Social Marketing And Social Psychology (McKenzie-Mohr & Smith, 1999). Feb 4th, 2024

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