Dynamics of Competitive Advantage and Consumer Perception in Social Marketing

Avinash Kapoor  
*Management Development Institute (MDI), India*

Chinmaya Kulshrestha  
*Management Development Institute (MDI), India*
## Table of Contents

Preface ............................................................................................................................. xvi

Acknowledgment .............................................................................................................. xix

**Section 1**  
Social Marketing and Dynamics of Change

### Chapter 1  
Marketing or Social Marketing: Is There an Identity Crisis? ................................. 1  
_Avinash Kapoor, Management Development Institute (MDI), India_  
_Chinmaya Kulshrestha, Management Development Institute (MDI), India_

### Chapter 2  
Addressing Healthcare On-Line Demand and Supply Relating to Mental Illness:  
Knowledge Sharing About Psychiatry and Psychoanalysis Through Social  
Networks in Italy and France ......................................................................................... 16  
_Annamaria Silvana de Rosa, Sapienza University of Rome, Italy_  
_Emanuele Fino, Sapienza University of Rome, Italy_  
_Elena Bocci, Sapienza University of Rome, Italy_

### Chapter 3  
Millennium Development Goals: How Can Creative Capitalism Provide  
Solutions? ....................................................................................................................... 56  
_P. Raj Devasagayam, Siena College, USA_  
_Nicholas R. Stark, Siena College, USA_  
_Nitin David, Synergy (NGO), India_
Section 2
Dynamics of Competitive Sustainable Advantage

Chapter 4
Applying Social Marketing to Healthcare: Challenges and Opportunities........ 78
  Maria do Rosário Cabrita, Universidade Nova de Lisboa, Portugal
  Miriam Cabrita, Universidade Nova de Lisboa, Portugal

Chapter 5
Dynamics of Competitive Sustainable Advantage: A Case of Patagonia’s Shared
Value and Corporate Social Responsibility..................................................... 98
  Francesco Rattalino, ESCP Europe, Italy

Chapter 6
Place @-Branding and European Capitals: “City Visiting Cards” via Municipal
Websites, Virtual Tours of Significant Places flying with Google Earth, and
Conversational Exchanges about City-Places Experienced/Imagined via
Social Networks................................................................................................ 126
  Annamaria Silvana de Rosa, Sapienza University of Rome, Italy
  Elena Bocci, Sapienza University of Rome, Italy

Chapter 7
Increasing the Relevance of Masti Condoms for Consumers ......................... 169
  Ashish Bhardwaj, Population Services International (PSI), India
  Monica Bakshi, Population Services International (PSI), India
  Sanjeev Dham, Population Services International (PSI), India

Section 3
Social Marketing and Social Networks

Chapter 8
A Social Network Strategy for the Social Marketing of Online Courses and
Learning Resources in Higher Education ......................................................... 182
  Shalin Hai-Jew, Kansas State University, USA

Chapter 9
Strong Value Proposition through Social Media Tools: A Case of American
Express................................................................................................................. 223
  Avinash Kapoor, Management Development Institute (MDI), India
  Chinmaya Kulshrestha, Management Development Institute (MDI), India
Chapter 10
Using Social Marketing to Encourage the Purchase of Fuel-Efficient Vehicles

Lisa Watson, University of Regina, Canada
Anne M. Lavack, Thompson Rivers University, Canada

Section 4
Dynamics of Consumer Perceptions

Chapter 11
Employing Consumer Perception Insights to Address Dissonance and Increase Product Acceptance Freedom

Priyanka Joshi, Population Services International (PSI), India
Sanjeev Dham, Population Services International (PSI), India
Atul Kapoor, Population Services International (PSI), India

Chapter 12
Should I Recycle or Not? Effects of Attitude Strength and Social Pressure

Ineke Uyttersprot, Ghent University, Belgium
Iris Vermeir, Ghent University, Belgium

Chapter 13
Impact of Corporate Communication on Consumer Behavior: An Exploring Study

Saida Habhab-Rave, France Business School Amiens, France

Chapter 14
How Advertising Beauty Influences Children’s Self-Perception and Behavior

Iris Vermeir, Ghent University, Belgium
Dieneke Van de Sompel, Ghent University, Belgium

Chapter 15
Cause-Related Marketing: Consumer Perceptions of Philanthropic Activity

Avinash Kapoor, Management Development Institute (MDI), India
Chinmaya Kulshrestha, Management Development Institute (MDI), India

Compilation of References

About the Contributors

Index