



Smokey, Rosie, and You!

David A. Ehrlich, Alan R. Minton, Diane Stoy

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Smokey Bear and Rosie the Riveter? Many Americans remember these two famous icons from their childhood, while younger folks may only recognize Smokey and Rosie from gifts in museum shops. Yet, behind these two very familiar faces are great stories about how and why they were created and their lasting impact on Americans. This book is filled with great stories like those of Smokey and Rosie. Take a fascinating journey through history including a colorful cast of brilliant, eclectic marketing strategists--such as John Adams, Teddy Roosevelt, George Creel, Elizabeth Cady Stanton, Alice Paul, and FDR. They show how massive public marketing campaigns have successfully shifted public opinion and behavior by linking social issues to patriotism and democratic ideals. In addition, contemporary case studies filled with practical lessons and key trends that will impact the marketing of public programs today and tomorrow are presented. Put these all together--along with the TRACK marketing framework--and you will have the inspiration and the ingredients for your next public marketing campaign!

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