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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 Jan 6th, 2024

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Motor Vehicles/day) The Alameda From Race To Stockton In San May 5th, 2024

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). Mar 5th, 2024

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