

## Resources

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- Websites** Fostering Sustainable Behavior: [www.cbsm.com](http://www.cbsm.com)  
Tools of Change: [www.toolsofchange.com](http://www.toolsofchange.com)
- Listserv** Fostering Sustainable Behavior listserv: To subscribe email [fsb-on@cbsmlist.com](mailto:fsb-on@cbsmlist.com)
- Newsletter** M<sup>C</sup>Kenzie-Mohr, D. (2003-). *Fostering sustainable behavior newsletter*. Periodic electronic newsletter on community-based social marketing. To subscribe send an email to [web@cbsm.com](mailto:web@cbsm.com) with “subscribe newsletter” in the subject line.
- Books** M<sup>C</sup>Kenzie-Mohr, D. (Fall, 2007). *Fostering sustainable behavior: An introduction to community-based social marketing (3rd Edition)*. Gabriola Island, B.C.: New Society.  
M<sup>C</sup>Kenzie-Mohr, D. & Smith, W. (1999). *Fostering sustainable behavior: An introduction to community-based social marketing (2nd Edition)*. Gabriola Island, B.C.: New Society.  
Kassirer, J. & M<sup>C</sup>Kenzie-Mohr, D. (1997). *Proven methods for promoting environmental citizenship*. Ottawa: Renouf.  
Both *Fostering Sustainable Behavior* and *Tools of Change* are available for free at the [cbsm.com](http://cbsm.com) website. To access Fostering Sustainable Behavior simply click on the “Guide” link from anywhere in the site to access each of the chapters online. Tools of Change is available as pdf download (35 mb) via the reports database at [cbsm.com](http://cbsm.com) ([reports/tools/social marketing](http://reports/tools/social%20marketing)).
- Cases** Search the case studies databases at the Fostering Sustainable Behavior and Tools of Change websites. In addition, via Google search the web using “Community-based social marketing” and the activity you are interested in promoting as the search terms (hint: to limit your hits place “community-based social marketing” in quotes).
- Reports** Search the reports database at the Fostering Sustainable Behavior website for the activity you are interested in promoting. Reports are downloadable as pdfs.
- Graphics** Search the graphics database at the Fostering Sustainable Behavior website for the activity you are interested in promoting. This database can also be searched via behavior change tools, such as commitment, to gain
- Readings** Rogers, E. (2003) *Diffusion of innovations: Fifth Edition*. Toronto: Free Press.  
Morgan, D. & Krueger, R. (1998) *The focus group kit*. London: Sage  
Fink, A. (2003). *The survey kit (2nd Edition)*. London: Sage