

**The SOMARC Library: Final Report**

**October 21, 1998**

Prepared by:

Katherine H. Willson  
SOMARC/The Futures Group International  
80 Glastonbury Blvd.  
Glastonbury, CT 06033

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The SOMARC Library is a project deliverable. It contains the social marketing core collection, SOMARC Trip Reports, SOMARC research reports, DHS reports, and various other social marketing/SOMARC documentation.

At the close of the SOMARC contract the library contained 5646 items. The library catalog was maintained on a Microsoft Access 2.0 database. This document is a printout of the catalog in shelf order. A disc containing a zipped file of the database is also included.

The SOMARC Library was located at 1050 17<sup>th</sup> St. NW at The Futures Group International's Washington DC office on the 9<sup>th</sup> floor. It was shelved on the equivalent of 10.5 bookshelves (36 x 72, utilizing the top for additional shelving). The library documents are being boxed for delivery (approximately 115 bankers boxes).

The core collection includes:

Andreasen, A.R. 1995. *Marketing Social Change: Changing Behavior to Promote Health, Social Development, and the Environment*. San Francisco: Jossey-Bass Publishers.

Goldberg, Marvin E. and others. 1997. *Social Marketing: Theoretical and Practical Perspectives*. Mahwah, NJ: Lawrence Erlbaum Associates.

Kotler, P. and E.L. Roberto. 1989. *Social Marketing: Strategies for Changing Public Behavior*. New York: The Free Press.

Kotler, P. and A.R. Andreasen. 1995. *Strategic Marketing for NonProfit Organizations*. Upper Saddle River, NJ: Prentice-Hall.

Manoff, R.K. 1985. *Social Marketing: New Imperative for Public Health*. New York: Praeger.

McKee, N. 1992. *Social Mobilization & Social Marketing in Developing Countries: Lessons for Communicators*. Penang, Malaysia: Southbound.

*SOMARC Occasional Papers, 1987-1998*(which can also be located at FUTURES website)

*SOMARC Practical Guides, 1986-1996*

*SOMARC Special Studies, 1985-1998*

The SOMARC Library served as a resource for project staff worldwide and was also utilized by outside researchers and students of social marketing on an occasional basis.

At the close of the SOMARC contract, the library staff included: Katherine H. Willson, Manager of Information Services and Matthew Smith, Library Assistant.