



Beyond behaviour change: Key issues, interdisciplinary approaches and future directions

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‘Behaviour change’ has become a buzz phrase of growing importance to policymakers and researchers. There is an increasing focus on exploring the relationship between social organisation and individual action, and on intervening to influence societal outcomes like population health and climate change. Researchers continue to grapple with methodologies, intervention strategies and ideologies around ‘social change’. Multidisciplinary in approach, this important book draws together insights from a selection of the principal thinkers in fields including public health, transport, marketing, sustainability and technology. The book explores the political and historical landscape of behaviour change, and trends in academic theory, before examining new innovations in both practice and research. It will be a valuable resource for academics, policy makers, practitioners, researchers and students wanting to locate their thinking within this rapidly evolving field.

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