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PRISONER RECIDIVISM: A QUESTION FOR SOCIAL MARKETING
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Abstract

Our society is today grappling with a myriad of social, political and economic problems in a time of greatly reduced and very costly resources. All of these problems are connected, in some way, with each other. It is the very nature of societies and this interconnectedness must be understood and appreciated, because, if left unheeded, the consequences can be quite dramatic.

With the advent of social marketing, society now has proven methods of effectively attacking these problems to create many types of desired social changes. Prisoner recidivism is just such a problem. It has intense social, political and economic ties to our communities. Its struggle is in determining how best to establish a process by which society can effectively deal with people who break our laws and yet still be held accountable. Like most social problems, it is complex and has advocates, on many sides of the issues, advancing solutions that are being recognized, at best, as incomplete. Can social marketing be the impetus that connects all these disparate solutions into one cohesive whole? Can it influence people enough to change behavior? This paper examines the potential role that social marketing can have in dealing with these questions.