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## **From the Archives: “Start where your audience is, not where you want them to be”: What EBM and MSP practitioners can (and should) learn from marketing (MEAM Feb 2016, Issue 9:4)**

*Editor’s Note: From the Archives calls attention to past Skimmer/MEAM articles whose perspectives and insight remain relevant.*

To some in conservation and resource management, marketing can seem like a bad word. But marketing is inherently about getting people to change their behavior, whether it is buying a product, recycling, or supporting a new approach to management. Marketing techniques bring together elements of psychology, sociology, economics, and graphic design. [Learn from three experts how to use conservation marketing to make marine conservation and management processes more effective.](#)

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