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who endorse social responsibility are inherently serving commercial purposes and diluting the value of socially responsible advertising. Scholars in many fields advertising marketing communications and psychology explore ways to encourage consumers companies and policymakers to adopt socially responsible behaviours and to provide theoretical and practical insights regarding effective applications of pro social and pro environmental marketing messages. This book comprises ten chapters that contribute to advertising theory research and practice by providing an overview of current and diverse research that compares contrasts and reconciles conflicting views regarding social and environmental advertising uncovering individual differences in perception of advertising messages and their consequences for social and environmental behaviours reconciling societal and business interests identifying a message factor that determines eco friendly behaviours and identifying source factors that enhance and weaken advertising effectiveness. This book was originally published as a special issue of the International Journal of Advertising.

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