

Marketing Management for Nonprofit Organizations



Developments in relationship and public sector marketing, for example the increasing emphasis on partnerships, as well as in fundraising media such as the Internet and SMS messaging, are reflected in the new edition. The text is divided into three parts, beginning with an introduction to the nonprofit sector and the topic of marketing. It then moves on to develop a framework for marketing planning, including a detailed consideration of topics such as overall direction, market segmentation, branding, and positioning. The text concludes with a series of chapters that explore the application of marketing in a number of specific contexts.

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