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Autore	Brinckerhoff Peter C. <1952->
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Nota di contenuto	Mission-Based Marketing, Third Edition: Positioning Your Not-for-Profit in an Increasingly Competitive World; Contents; About the Author; Chapter 1: Introduction; Chapter 2: Marketing: A Key to Better Mission; Chapter 3: Being Mission Based and Market Driven; Chapter 4: Being Flexible and Innovating with the Market; Chapter 5: The Marketing Cycle for a Nonprofit; Chapter 6: Who Are Your Markets?; Chapter 7: Who Are Your Competitors?; Chapter 8: Asking Your Markets What They Want; Chapter 9: Better Marketing Materials; Chapter 10: Technology and Marketing Chapter 11: Incredible Customer Service Chapter 12: A Marketing Planning Process; Final Words; Index
Sommario/riassunto	A direct, practical guide revealing how you can lead your not-for-profit to success through mission-based marketing. Now in a Third Edition, Mission-Based Marketing is a direct, practical guide showing how you can lead your not-for-profit to success in a more competitive world. This book provides the knowledge and skills you need to build a market-driven organization that holds onto its core values, does a better job of providing mission, and successfully competes for funding,

clients, referral sources, staff, and board members. Includes new material on nonprofit websites
