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Titolo	Strategic marketing for non-profit organizations // Alan R. Andreasen, Philip R. Kotler
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ISBN	1-292-05627-4
Edizione	[Seventh, Pearson new international edition.]
Descrizione fisica	1 online resource (474 pages) : illustrations, tables
Collana	Always learning
Disciplina	658.8
Soggetti	Nonprofit organizations - Marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover -- Table of Contents -- 1. The Growth and Development of Nonprofit Marketing -- 2. Developing a Target Audience-Centered Mindset -- 3. Strategic Marketing Planning -- 4. Understanding Target Audience Behavior -- 5. Acquiring and Using Marketing Information -- 6. Segmentation, Targeting, and Positioning -- 7. Branding -- 8. Value Propositions: Managing the Organization's Offerings -- 9. Developing and Launching New Offerings -- 10. Managing Perceived Costs -- 11. Facilitating Marketing Behaviors -- 12. Formulating Communication Strategies -- 13. Managing Communications: Advertising and Personal Persuasion -- 14. Managing Public Media and Public Advocacy -- 15. Generating Funds -- 16. Attracting Human Resources: Staff, Volunteers, and Board Members -- 17. Working with the Private Sector -- 18. Organizing for Implementation -- Index.
Sommario/riassunto	For graduate courses in Nonprofit Marketing and Management. This best-selling text focuses on the impact of nonprofit marketing in the social sector and the growing intersection between nonprofit management and the business world.