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Autore	Kanter Beth <1957->
Titolo	The networked nonprofit [[electronic resource] ] : connecting with social media to drive change / / Beth Kanter, Allison H. Fine ; foreword by Randi Zuckerberg
Pubbl/distr/stampa	San Francisco, : Jossey-Bass, c2010
ISBN	0-470-63305-0 1-282-65657-0 9786612656576 0-470-63303-4
Edizione	[1st ed.]
Descrizione fisica	1 online resource (226 p.)
Altri autori (Persone)	FineAllison H. <1964->
Disciplina	658/.044
Soggetti	Nonprofit organizations Social networks Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introducing networked nonprofits -- Nonprofit challenges and trends -- Understanding social networks -- Creating a social culture -- Listening, engaging, and building relationships -- Building trust through transparency -- Making nonprofit organizations simpler -- Working with crowds -- Learning loops -- From friending to funding -- Governing through networks.
Sommario/riassunto	"This groundbreaking resource offers a set of guiding principles to help nonprofit leaders navigate the transition from top-down organizations to a networked approach enabled by technology. The book contains specific strategies for implementation and secrets to success from nonprofits who have used new social media tools effectively themselves. It also offers effective exercises and how-to's for implementation. A key element of this book is interviews with current nonprofit managers who have learned how to jump into the social media fray without a net and thrived because of it"--