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Sommario/riassunto

The essential guide for nonprofits wanting to manage their Internet applications in a coordinated, cost-effective, and efficient manner The rapid onset of increasingly advanced and complex technologies has challenged nonprofits to invest with their sparse resources in attempting, and failing, to keep pace with for-profit companies, with the result that most now cannot compete with new commercial products and commercial applications. Nonprofit Internet Management reveals how current technologies can be utilized in full measure most effectively by nonprofits and addresses how to