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Nota di bibliografia	Includes bibliographical references.
Nota di contenuto	An introduction to academic fundraising -- Ethical issues in fundraising -- Why one size does not fit all -- The sport of giving and the acid test -- Raising awareness, not just money -- Listening to and telling stories -- Appendix A: finding, hiring, and evaluating a development officer -- Appendix B: AFP code of ethical principles and standards of professional practice -- Appendix C: donor bill of rights -- Appendix D: training at your institution.