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Autore	Thrassou Alkis
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Altri autori (Persone)	VrontisDemetris EfthymiouLeonidas WeberYaakov ShamsS. M. Riad TsoukatosEvangelos
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Nota di contenuto	Chapter 1: Delineating Non-Profit Organisations: Strategic, Managerial and Marketing Advancements -- Chapter 2: Managing Major Running Sports Events: the Case of the Athens Authentic Marathon -- Chapter 3: German Taxation Aspects of Non-Profit Organisations and Charitableness -- Chapter 4: Theories on the Origins of Non-Profit Organisations -- Chapter 5: Non-Profit Organizations in India: A Study on the Challenges, Opportunities and Best Practices -- Chapter 6: Marketing Communication Strategies in Non-Profit Organisations --

Chapter 7: The Impact of Reward Systems on Employees' Behaviour: An Ethnographic Study in 'Ghana Revenue Authority' -- Chapter 8: Green Marketing and its Role in the Non-Profit Sector -- Chapter 9: Economic Development through Business Acceleration Practices within Local Authorities: A Case Study of Bradford Council, UK -- Chapter 10: The Strategic Opportunity of Integrated Reporting for Non-Profit Organisations -- Chapter 11: Applying Strategic Planning in Higher Education Institutions -- Chapter 12: The Internationalisation of Portuguese Non-governmental Organisations (NGOs): An Exploratory Study.

Sommario/riassunto

This four-volume book examines, through multiple and cross-discipline perspectives, the science and practice of not-for-profit organisations. These organisations have drawn considerable attention and witnessed extensive growth as they engage in delivering public services to society. And are increasingly pressured to balance business with social goals, inherent idiosyncratic features with management creativity, structural limitations with operational flexibility, and ethical boundaries with pragmatism; all with scarce resources but abundant determination. The first volume explores the opportunities and challenges of non-profit organisations in the contemporary environment, elucidating current and future issues in the field, setting strategic directions, and presenting sector-wide examples and best practices. The second volume explores contextual aspects relating to the economy and industries. The third volume presents social and ethical aspects, as well as matters of sustainability, accountability and the overall wellbeing of society. The fourth and final volume examines structures and models, with an emphasis on technology. Alkis Thrassou is Professor at the University of Nicosia, Cyprus. Demetris Vrontis is Vice Rector for Faculty and Research and Professor of Strategic Marketing Management at the University of Nicosia, Cyprus. Leonidas Efthymiou is Associate Professor at the University of Nicosia, Cyprus. Yaakov Weber is Director of the School of Business Research Center, College of Management Academic Studies, Rishon LeTsiyon, Israel. Riad Shams is Assistant Professor and Head of the PhD programme at the Newcastle Business School, Northumbria University, UK. Evangelos Tsoukatos is Associate Professor of Management at the University of Applied Sciences Crete, Greece.
