

1. Record Nr.	UNISA990003553140203316
Autore	BLUM, Paul Richard
Titolo	Philosophy of religion in the Renaissance / Paul Richard Blum
Pubbl/distr/stampa	Farnham : Ashgate, 2010
ISBN	978-0-7546-0781-6
Descrizione fisica	IX, 211 p. ; 24 cm
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Soggetti	Filosofia della religione
Collocazione	II.2. 5705
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
2. Record Nr.	UNINA9910462225503321
Autore	Kanter Beth <1957->
Titolo	Measuring the networked nonprofit [[electronic resource]] : using data to change the world / Beth Kanter and Katie Delahaye Paine ; edited by William Paarlberg ; foreword by Laura Arrillaga-Andreessen
Pubbl/distr/stampa	San Francisco, : Jossey-Bass, a Wiley imprint, 2012
ISBN	1-118-23881-8 1-118-22541-4
Edizione	[1st ed.]
Descrizione fisica	1 online resource (334 p.)
Classificazione	BUS074000
Altri autori (Persone)	Delahaye PaineKatie <1952-> PaarlbergWilliam T
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Soggetti	Nonprofit organizations Social networks Electronic books.
Lingua di pubblicazione	Inglese
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Nota di bibliografia

Includes bibliographical references and index.

Nota di contenuto

pt. 1. Introduction of concepts -- pt. 2. Basic measurement principles, how-tos, and best practices -- pt. 3. Advanced measurement concepts.

Sommario/riassunto

"The tools nonprofits need to measure the impact of their social media. Having a social media measurement plan and approach can no longer be an after-thought. It is a requirement of success. As nonprofits refine their social media practice, their boards are expecting reports showing results. As funders provide dollars to support programs that include social media, they too want to see results. This book offers the tools and strategies needed for nonprofits that need reliable and measurable data from their social media efforts. Using these tools will not only improve a nonprofit's decision making process but will produce results-driven metrics for staff and stakeholders. A hands-on resource for nonprofit professionals who must be able to accurately measure the results of their social media ventures. Written by popular nonprofit blogger Beth Kanter and measurement expert Katie Delahaye Paine. Filled with tools, strategies, and illustrative examples that are highly accessible for nonprofit professionals. This important resource will give savvy nonprofit professionals the information needed to produce measurable results for their social media"--