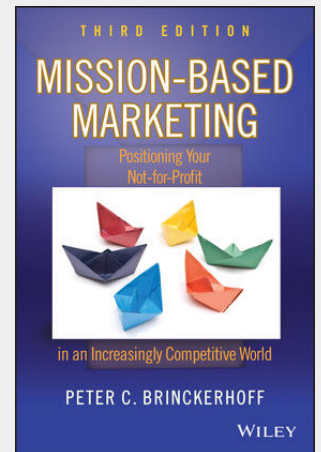


## Mission-Based Marketing

Positioning Your Not-For-Profit in an Increasingly Competitive World

A direct, practical guide revealing how you can lead your not-for-profit to success through mission-based marketing. Now in a Third Edition, Mission-Based Marketing is a direct, practical guide showing how you can lead your not-for-profit to success in a more competitive world. This book provides the knowledge and skills you need to build a market-driven organization that holds onto its core values, does a better job of providing mission, and successfully competes for funding, clients, referral sources, staff, and board members. \* Includes new material on nonprofit websites, social networking and new methods of communication, advances in technology, customer service in today's world, and the effects of marketing on fundraising \* Goes beyond the hows and whys to include lots of hands-on advice and real-world examples \* Other titles by Brinckerhoff: Mission-Based Management: Leading Your Not-for-Profit In the 21st Century, Faith-Based Management: Leading Organizations That Are Based on More than Just Mission, and Social Entrepreneurship: The Art of Mission-Based Venture Development Filled with new material, this book appraises the trends that have dramatically affected the not-for-profit sector in the past several years, and explains how an organization can shape this shifting landscape to its ultimate benefit.

Discover the secret to becoming mission based and market driven. Now in a Third Edition, Mission-Based Marketing offers remarkable insight into the marketing needs, functions, and output of nonprofit organizations. Filled with specific recommendations based on institutional missions, this invaluable guide serves as a reference to highly effective marketing for nonprofit professionals. Written by Peter Brinckerhoff, a nationally recognized expert who has trained thousands of people in hundreds of seminars on the best practices in nonprofit marketing, this hands-on guide goes beyond the hows and whys to include an abundance of practical advice and real-world examples you can apply directly to your own organization. In this Third Edition of Mission-Based Marketing, Brinckerhoff appraises the marketing trends that have dramatically affected the nonprofit sector in the past several years, and reveals how your organization can shape this shifting landscape to its ultimate benefit.



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