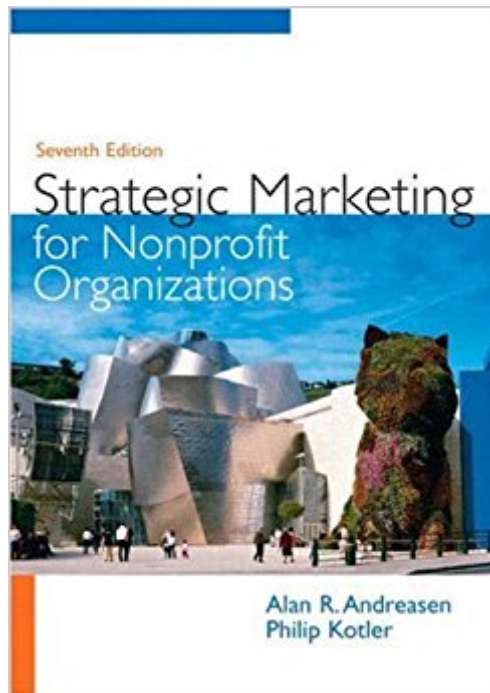




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Strategic Marketing For Non-Profit Organizations (7th Edition)



Synopsis

For graduate courses in Nonprofit Marketing and Management. Strategic Marketing for Non-Profit Organizations, 7th Edition is a best-selling text that focuses on the impact of nonprofit marketing in the social sector and the growing intersection between nonprofit management and the business world.

Book Information

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Customer Reviews

I am not impressed with this book but I am more annoyed that my professor assigned a book from 2008 in 2014. There has to be a better resource. This book is horrible. It is extremely flat and does not clearly get to the point. I am glad I rented this, I thought about buying it and I would have returned it the same day to rent it. I have other books from Kotler and I hoped with him having something to do with the book it would be great. He is lead author on Marketing Strategies and it is a great resource. I am so disappointed...

A complete reference for a non profit organization as a good view of the market, and a way to give a tool for the administrative personnel.

It is not straight to the point. Sometimes it does not make understanding easy. Yet it still a ok be to use for classes.

This book arrived in a timely manner and was in excellent condition. There is no highlighting or writing in the book, which is exactly what I had hoped. Renting a used textbook can be a bit of a gamble, but I am very happy with my decision and the book.

The book came and it looked like it was in great condition until i opened it up. I found that the binding on the book was worn off and the pages seem like they want to fall apart. It's expected that you keep the book in good condition, but I'm not sure what to do when it's already worn. This book is for class and it is very helpful.

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