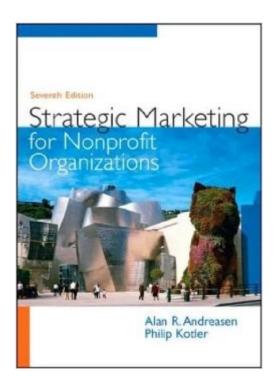
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Strategic Marketing For Nonprofit Organizations 7th Edition (Eastern Economy Edition)





Synopsis

Reflecting the most recent, relevant information in the field, this best-selling book offers readers a practical foundation for marketing in nonprofit organizations. Its coverage encompasses the entire marketing process, providing valuable insights on strategic evaluations, positioning, market targeting, and more. For managers and future managers of nonprofit organizations, for-profit organizations, and government agencies.

Book Information

Paperback: 504 pages Publisher: PHI Publishing; 7th edition (2008) Language: English ISBN-10: 8120338901 ISBN-13: 978-8120338906 ASIN: B00BBYU234 Product Dimensions: 9.2 x 6.9 x 0.9 inches Shipping Weight: 1.4 pounds Average Customer Review: 1.0 out of 5 stars Â See all reviews (1 customer review) Best Sellers Rank: #809,686 in Books (See Top 100 in Books) #889 in Books > Business & Money > Small Business & Entrepreneurship > Nonprofit Organizations & Charities #1542 in Books > Business & Money > Marketing & Sales > Advertising

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