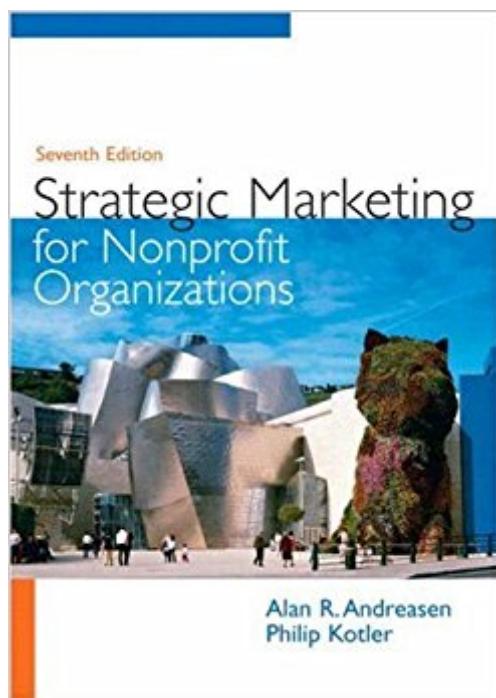


The book was found

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

Paperback: 504 pages

Publisher: Pearson; 7 edition (October 20, 2007)

Language: English

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Product Dimensions: 7 x 1.1 x 9 inches

Shipping Weight: 2.2 pounds

Average Customer Review: 4.2 out of 5 stars 11 customer reviews

Best Sellers Rank: #97,798 in Books (See Top 100 in Books) #73 in Books > Business & Money > Small Business & Entrepreneurship > Nonprofit Organizations & Charities #239 in Books > Textbooks > Business & Finance > Marketing #853 in Books > Business & Money > Marketing & Sales > Marketing

Customer Reviews

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.

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...

It was great, and the book was in Good condition. They spotted it right away!

The book is great! and in the condition mentioned.

Good Book

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

Clear and concise book!

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.

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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