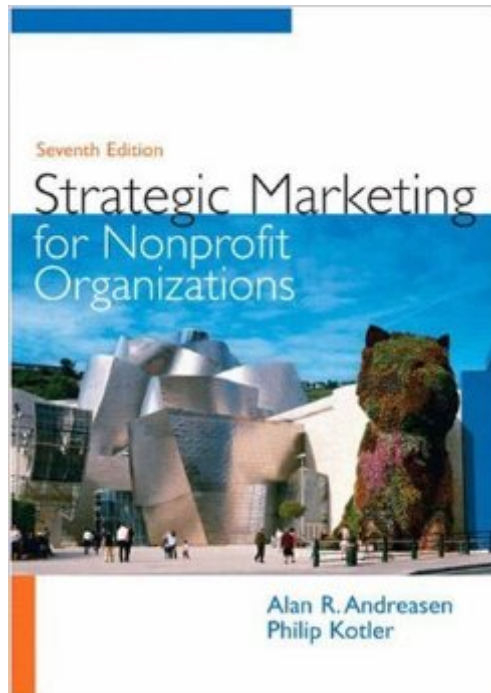


The book was found

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

ISBN-10: 013175372X

ISBN-13: 978-0131753723

Product Dimensions: 7 x 1.1 x 9 inches

Shipping Weight: 2.2 pounds (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 starsÂ Â See all reviewsÂ (9 customer reviews)

Best Sellers Rank: #422,173 in Books (See Top 100 in Books) #462 inÂ Books > Business & Money > Small Business & Entrepreneurship > Nonprofit Organizations & Charities #480 inÂ Books > Textbooks > Business & Finance > Marketing #2983 inÂ Books > Business & Money > Marketing & Sales > Marketing

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.

[Download to continue reading...](#)

Strategic Marketing for Non-Profit Organizations (7th Edition) Marketing: Facebook Marketing For Beginners: Social Media: Internet Marketing For Anyone That Is New To Online Marketing (marketing strategy, network marketing, ... marketing analytics, marketing books 1) Strategic Marketing for Nonprofit Organizations 7th Edition (Eastern Economy Edition) 365 Ideas for Recruiting, Retaining, Motivating and Rewarding Your Volunteers: A Complete Guide for Non-Profit Organizations Gardening For Entrepreneurs: Gardening Techniques For High Yield, High Profit Crops (Farming For Profit, Gardening For Profit, High Yield Gardening) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay Per Click Marketing, Email Marketing, Social Media Marketing and Content Marketing SEO: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail Marketing, ... Marketing, E-Commerce, Inbound Marketing) Digital Marketing Handbook: A Guide to Search Engine Optimization, Pay per Click Marketing, Email Marketing, Content Marketing, Social Media Marketing No B.S. Direct Marketing: The Ultimate No Holds Barred Kick Butt Take No Prisoners Direct Marketing for Non-Direct Marketing Businesses Affiliate Marketing: Learn to make crazy money with affiliate marketing today! A step-by-step online affiliate marketing system to make a lot more money ... Online Marketing, Affiliates programs) Network Marketing Success Blueprint: Go Pro in Network Marketing: Build Your Team, Serve Others and Create the Life of Your Dreams (Network Marketing ... Scam Free Network Marketing) (Volume 1) Affiliate Marketing: How To Make Money And Create an Income in: Online Marketing & Internet Marketing (Blog Promotion, Niche, Passive, Affiliate Business, ... Online Marketing For Beginners, Affiliates) 99+ Best Free Internet Marketing Tools And Resources To Boost Your Online Marketing Efforts (SEO Tools, Social Media Marketing, Email Marketing, Content ... (Smart Entrepreneur Guides! Book 2) Seo: 2016: Search Engine Optimization, Internet Marketing Strategies & Content Marketing (Google Adwords, Google Analytics, Wordpress, E-Mail ... Marketing, E-Commerce, Inbound Marketing) Network Marketing :

How To Recruit Prospect Step By Step From Newbies To Professional in network marketing:
network marketing, multiple marketing, MLM, ... Step from Newbies to Professional Book 5)
FaceBook: The Top 100 Best Ways To Use Facebook For Business, Marketing, & Making Money
(Facebook Marketing, Business Marketing, Social Media Marketing) The Complete Guide to Affiliate
Marketing on the Web: How to Use It and Profit from Affiliate Marketing Programs Marketing
Confidential: 101 Secrets to Increase Profits in the Construction Industry: Essential Tactics About
Marketing, Business Development, Business Planning and Strategic Planning Financial
Management for Public, Health, and Not-for-Profit Organizations (4th Edition) The Cleveland Clinic
Way: Lessons in Excellence from One of the World's Leading Health Care Organizations: Lessons
in Excellence from One of the World's ... Care Organizations VIDEO ENHANCED EBOOK

[Dmca](#)