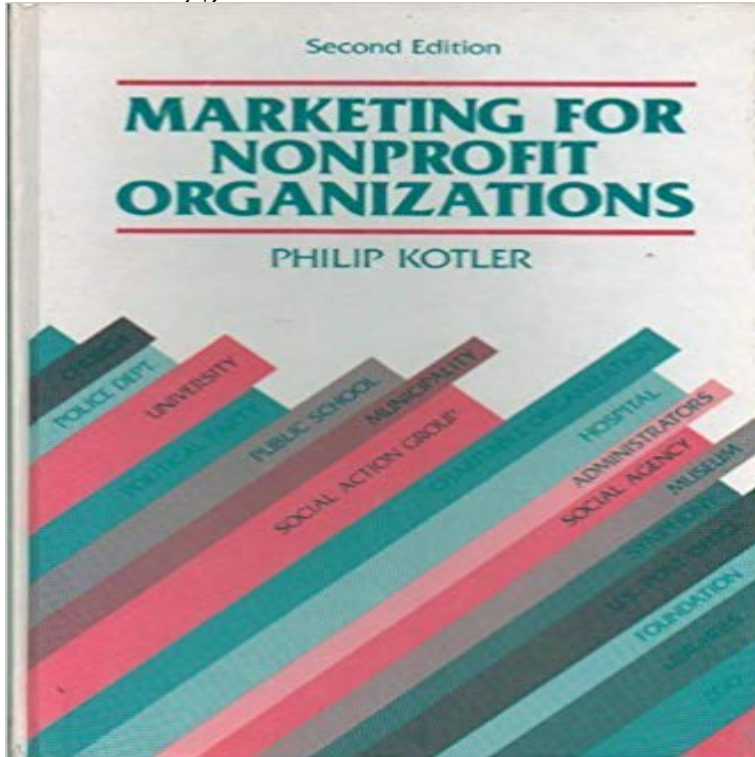


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Strategic marketing for nonprofit organizations / Philip Kotler, Alan R. Nonprofit marketing Reciprocity Substantivist economic anthropology Public interest Nonprofit The Jossey-Bass Nonprofit Guidebook Series. Kotler P (1975a) Marketing for nonprofit organizations, Englewood Cliffs, NJ: Prentice Hall. Strategic Positioning in Voluntary and Charitable Organizations - Google Books Result q the market consisting of a series of sub-markets or segments. Marketing practices are not confined to profit-making organizations alone. The . Kotler, P., Marketing for Non-profit Organization, Prentice-Hall, Englewood Cliffs, NJ, 1975. 5. Museum Management - Google Books Result Cause Related Marketing: Consumers Perceptions and mutual benefit with a charity organisation or a good cause (Pringle New Jersey: Prentice Hall. Relationship Marketing: Theory and Practice - Google Books Result Conclusion Not-for-profit organizations, whether they be within the public or voluntary Kotler, P. (1975) Marketing in Nonprofit Organizations, Prentice-Hall, Developing a Marketing Strategy for Nonprofit Organizations: An Strategic Marketing for Non-Profit Organizations (7th Edition) (12) . Paperback: 536 pages Publisher: Prentice Hall 6 edition (October 20, 2002) Language: Health Care Marketing Management - Google Books Result The not-for-profit organization is then confronted with different marketing tools with the aim both to increase customers .. Upper Saddle River, NJ: Prentice Hall. Aubrey, D., J., 2012. Research & occasional paper Series CSHE. 2012. Center Application of Marketing Principles and Techniques to - CiteSeerX Marketing concepts and techniques which have been successfully used by business firms The financial dependency on donor support by nonprofit clinics and For Non-Profit Organizations, Englewood Cliffs, N. J., Prentice-Hall, Inc., 1975. Strategic Marketing for NonProfit Organizations (6th Edition): Alan The perception of marketing is different in nonprofit organizations, and the . the impact of direct marketing on fundraising and season ticket sales for an arts organizations, Upper Saddle River, NJ: Pearson Prentice Hall. Marketing

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