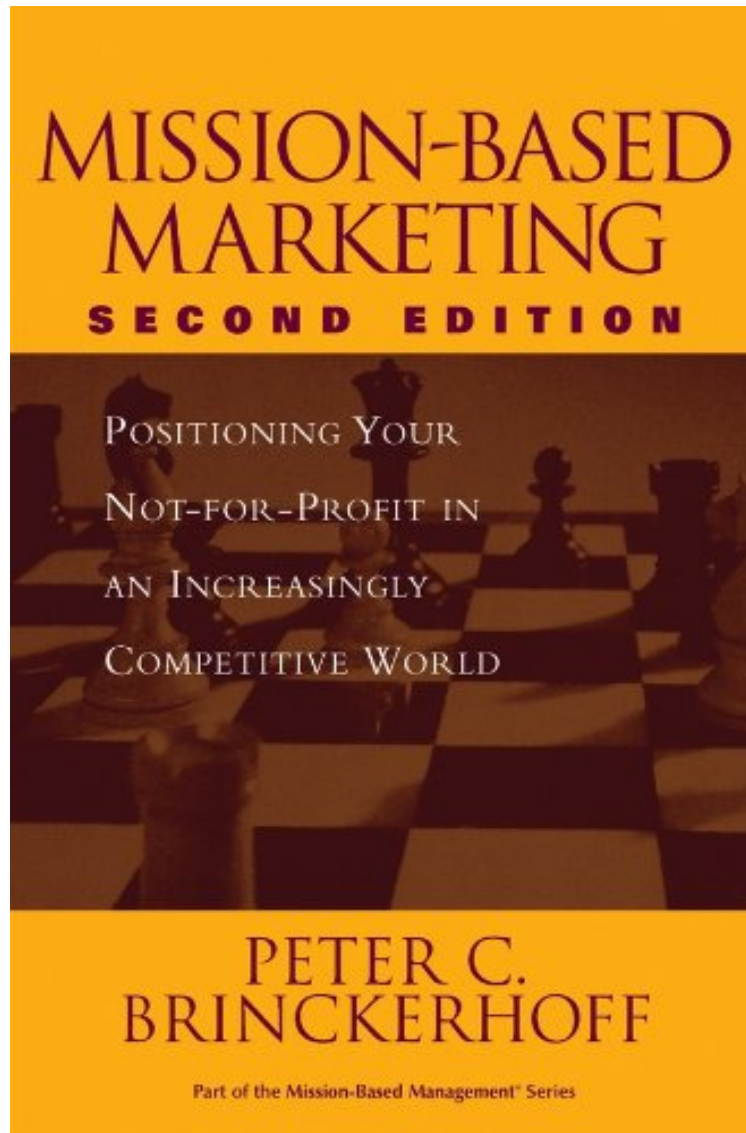


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Mission-Based Marketing: Positioning Your Not-for-Profit in an Increasingly Competitive World (Wiley Nonprofit Law, Finance and Management Series)

Peter C. Brinckerhoff

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Peter C. Brinckerhoff : Mission-Based Marketing: Positioning Your Not-for-Profit in an Increasingly Competitive World (Wiley Nonprofit Law, Finance and Management Series) before purchasing it in order to gauge whether or not it would be worth my time, and all praised Mission-Based Marketing: Positioning Your Not-for-Profit in an Increasingly Competitive World (Wiley Nonprofit Law, Finance and Management Series):

2 of 2 people found the following review helpful. Wide and shallow
By AJT
This book is I suspect a really good introduction to what marketing is really all about for an individual or organisation who haven't had significant access to marketing experience or education. Of course it would be fair to say that this lack of knowledge seems to be more highly concentrated in the non-profit sector - so this book definitely has its role. However if you have even a small amount of genuine non-profit marketing know-how this book might be a tad frustrating. The book covers everything in the traditional marketing portfolio but in no great depth and then attempts to cover other disciplines such as change management. Too much with no real depth. While "branding" can be misunderstood and a bit trendy at times, this book does not mention it - except with a reference to brand loyalty in a case study on page 56. A genuinely useful marketing book has to at least take a look at branding - if only to define "brand" and dispel rumours. The assertion that you can print your own high quality marketing materials in-house is highly debatable - in colour, sure, to a commercial standard in large cost-effective volumes - not normally! Again a fairly light over easy approach to something that is a bit more complex than the author gives credit for. So if you want a book to make you really think and make you wrestle with ideas do not buy this book. Instead it is a broad brush, relatively simplistic approach by an author who seems able to be able to write numerous non-profit books but doesn't appear to have the requisite depth and expertise to really challenge the discerning marketing practitioner.

0 of 0 people found the following review helpful. Good Basic Guide
By Marie Deveaux
Mission Based Marketing is a great read for those just being introduced to marketing and essentially sales. Geared towards the nonprofit sector, the book helps frame the NPO world in the context of competitive marketing, something many altruistic nonprofit staffers may typically shy away from. The book is simply written and easy to follow. My only complaint is that it is somewhat repetitive, returning to the same themes again and again. If you have worked in sales before, this will be a bit drab and perhaps turn into a re-gift for a friend. Otherwise, great primer for those just getting started.

0 of 0 people found the following review helpful. Helpful marketing guidance for non-profits
By Customer
I found this book was easy to read, practical, and has good advice about balancing mission and marketing. I am trying to use some of its concepts to foster a marketing mindset in an established not-for-profit that, until now, focused on its historical mission rather than understanding and connecting with its target markets.

A direct, practical guide that shows how you can lead your not-for-profit to success in a more competitive world. This book provides the knowledge and skills to build a market-driven organization that holds onto its core values, does a better job of providing mission, and successfully competes for funding, clients, referral sources, staff, and board members. Other titles in the Mission-Based Management Series Mission-Based Management: Leading Your Not-for-Profit into the 21st Century Named "Best New Nonprofit Management Book" by the Nonprofit Management Association. The Association said, "The Nonprofit Management Association is pleased to spotlight the extraordinary work of Peter Brinckerhoff in his newest publication, Mission-Based Management: Leading Your Not-for-Profit into the 21st Century." The book was cited by the Nonprofit Management Association as "a great overall manager's and board member's guide to not-for-profits-quite laudable in that it's eminently readable and downright enjoyable."

Financial Empowerment: More Money for More Mission Named "Best New Nonprofit Management Book" by the Nonprofit Management Association. This second volume of the widely respected Mission-Based Management Series outlines a not-for-profit organization's plan for financial success. It highlights the eight characteristics of financial empowerment, and provides the skills and concepts that a nonprofit organization and its managers will need to survive, including estimating cash needs, treating funders like valued customers, developing money-making businesses, determining the financial options that are available, and implementing an empowered budget process.

From the Inside Flap
Competition is a reality for most not-for-profits. Those organizations that become market-driven and develop marketing skills will thrive and do a better job of providing mission. Peter Brinckerhoff has worked with not-for-profits that are strong mission-based marketing organizations. He has seen what works and the leadership skills needed for success in a world where marketing matters. Peter has also worked with organizations that are struggling to make the transition to a competitive environment. From his experiences comes this sharply focused, practical guide to becoming a market-driven organization that will achieve its mission in a competitive world. Peter gives not-for-profit leaders the wisdom, experience, the successful strategies, and the needed skills. He also reveals the mistakes he has seen. In the Second Edition, Peter appraises the trends that have dramatically affected the not-for-profit sector in the past several years, and explains how your organization can shape this shifting landscape to its ultimate benefit. Among other industry changes, he addresses: Greater acceptance of not-for-profit advertising, as well as the application of other traditional business skills Reduced costs from new technology, such as the capability to print your own marketing materials Increased costs from new technology, such as the time and money required to create an effective Web site Constantly increasing competition for good staff, good volunteers, donated dollars and goods, and, most importantly, for grants, contracts, and people to serve Peter outlines the characteristics of a successful market-driven not-for-profit. You will learn how to become a market-driven organization and how to motivate board and staff to make the needed changes. Peter shows how to respond to your markets while holding on to

