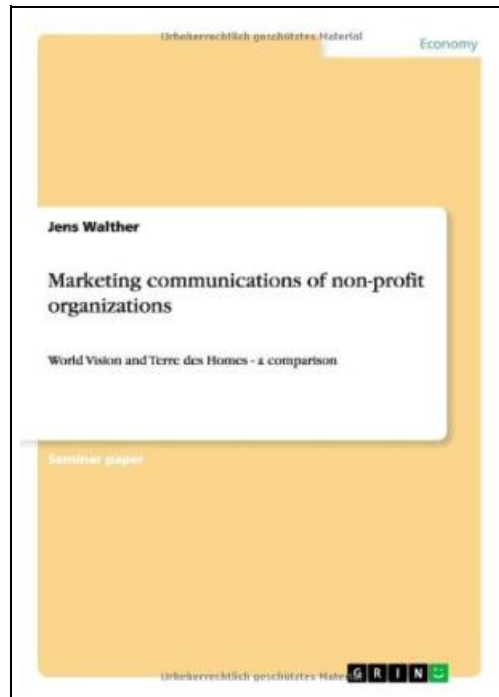


Marketing Communications of Non-Profit Organizations



Filesize: 5.62 MB

Reviews

I just started off reading this article publication. This really is for all who statte there had not been a really worth looking at. You will not feel monotony at anytime of your own time (that's what catalogs are for about should you ask me).

(Prof. Jeremie Kozey)

MARKETING COMMUNICATIONS OF NON-PROFIT ORGANIZATIONS



GRIN Verlag. Paperback. Book Condition: New. Paperback. 60 pages. Dimensions: 8.3in. x 5.9in. x 0.2in. Seminar paper from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1, 3, Heilbronn University (Internationale Betriebswirtschaft Interkulturelle Studien), course: Marketing of non profit organizations, 28 entries in the bibliography, language: English, comment: Twenty years ago, marketing was a dirty word for those involved in non-profit organizations NPOs. It meant business, and nonprofits prided themselves on being free of the taint of commercialism and above such sordid considerations as the bottom line. However this view has changed drastically over the last years. . . , abstract: Given the explosion in the number of non profit organizations over the past years and the fact that there are no signs of a slowing of growth in this area (Sargeant, 1999a: 8) the competition is getting fierce. Due to the intangibility and immateriality of most non profit services, marketing communication plays a central role to gain differentiation and thus, competitive advantage. Communication is used to draw attention to causes, to raise funds in order distribute it to those in need or to promote activities (Kotler, 2005a: 27). To carry it to an extreme, in some cases, such as raising funds for disasters, the effectiveness of marketing communication can even decide upon life or death. In the following research the marketing communications of the non profit organizations World Vision and Terre des Hommes will be compared, whereas key differences or similarities will be highlighted. Furthermore the paper aims to evaluate their respective approaches with respect to the theoretical ideal in marketing science. In order to attain these goals, a series of steps are required in advance. First, a brief outline on the organizations will be given. This step is followed...



[Read Marketing Communications of Non-Profit Organizations Online](#)



[Download PDF Marketing Communications of Non-Profit Organizations](#)

Other Kindle Books



Weebies Family Halloween Night English Language: English Language British Full Colour

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****.Children s Weebies Family Halloween Night Book 20 starts to teach Pre-School and...

[Download ePub »](#)



Twitter Marketing Workbook: How to Market Your Business on Twitter

Createspace Independent Publishing Platform, United States, 2016. Paperback. Book Condition: New. Workbook. 279 x 216 mm. Language: English . Brand New Book ***** Print on Demand *****.Twitter Marketing Workbook 2016 Learn how to market your...

[Download ePub »](#)



The genuine book marketing case analysis of the the lam light. Yin Qihua Science Press 21.00(Chinese Edition)

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment.Paperback. Pub Date :2007-01-01 Pages: 244 Publisher: Science Press Welcome Our service and quality...

[Download ePub »](#)



Index to the Classified Subject Catalogue of the Buffalo Library; The Whole System Being Adopted from the Classification and Subject Index of Mr. Melvil Dewey, with Some Modifications .

Rarebooksclub.com, United States, 2013. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can usually...

[Download ePub »](#)



Short Stories Collection I: Just for Kids Ages 4 to 8 Years Old

2013. PAP. Book Condition: New. New Book. Delivered from our UK warehouse in 3 to 5 business days. THIS BOOK IS PRINTED ON DEMAND. Established seller since 2000.

[Download ePub »](#)