

THIRD EDITION

MISSION-BASED MARKETING

Positioning Your
Not-for-Profit



in an Increasingly Competitive World

PETER C.
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Mission Based Marketing

Michael R. Solomon, Elnora W. Stuart



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customer service rules and shows how to turn your customers into your best referral sources When you have finished this book you will have an excellent hands on understanding of marketing competition and your role in making your organization a successful survivor in the newly emerging competitive world Peter is the author of two award winning books Mission Based Management and Financial Empowerment also published by Wiley Peter s books are used as the core texts in over 50 graduate and undergraduate university programs in nonprofit management Peter s articles have been published in Advancing Philanthropy NonProfit World Strategic Governance The Journal of Nonprofit and Voluntary Sector Marketing Communications and The Grantsmanship Center News Peter received his Bachelor s Degree from the University of Pennsylvania and his Master s of Public Health Administration from Tulane He is a former VISTA Volunteer and has served as a staff member Executive Director board member and volunteer for numerous local state and national not for profits Peter lives in Springfield Illinois with his wife Chris and their three children Ben Adam and Caitlin

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