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Encyclopedia of Church and Religious Organization Marketing details the tools needed to measure and increase positive response to allow your organization to effectively compete in today's world. Numerous figures and tables clearly illustrate more complex concepts and terms to make comprehension fast and easy. An appendix has been included that provides a complete review of the early and contemporary literature applicable to marketing and religion as well as the origins of religious organizational marketing. The Concise Encyclopedia of Church and Religious Organization Marketing clarifies foundational marketing concepts and terms as they relate to church and religious organizations. Entries include benefits brand equity cause related marketing communication methods competition competitive advantage constituent analysis and behavior controlling marketing activities data collection and analysis demographics quantitative research directive marketing focus groups geodemographics marketing planning and research new program development performance evaluation and control publicity SWOT analysis Strengths Weaknesses Opportunities and Threats of an organization target audience and so much more. The Concise Encyclopedia of Church and Religious Organization Marketing is the perfect source for marketing beginners looking for the basic knowledge needed to market their church or organization as well as being a quick bookshelf reference for more experienced religious marketers.

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