

Marketing for Non-Profit Organisations (BUS020X663Y)

[View Online](#)

Marketing for Non-Profit Organisations (BUS020X663Y)

[1]

Adirondack, Sandy Merritt et al. 1992. Just about managing?: effective management for voluntary organisations and community groups. London Voluntary Service Council.

[2]

Andreasen, Alan R. and Kotler, Philip 2003. Strategic marketing for nonprofit organizations. Prentice Hall.

[3]

Barnard, Hilary and Walker, Perry 1994. Strategies for success: a self-help guide to strategic planning for voluntary organisations. NCVO Publications.

[4]

Burnett, Ken and International Fund Raising Group 1992. Relationship fundraising: a donor-based approach to the business of raising money. White Lion in association with the International Fund Raising Group.

[5]

Clarke, Sam et al. 1993. The complete fundraising handbook. Directory of Social Change in association with the Institute of Charity Fundraising Managers.

[6]

Druce, Rosalind et al. 1988. The marketing handbook: a guide for voluntary and non-profit making organisations. National Extension College in association with Channel Four Television Company and Yorkshire Television.

[7]

Hannagan, T. J. 1992. Marketing for the non-profit sector. Macmillan.

[8]

<http://www.charity-commission.gov.uk>: .

[9]

<http://www.idea.gov.uk/idk/core/page.do?pagelId=71665>: .

[10]

<http://www.ivr.org.uk>: .

[11]

<http://www.ncvo-vol.org.uk>: .

[12]

<http://www.thirdsector.co.uk>: .

[13]

Hudson, Mike and Directory of Social Change (Organization) 2009. Managing without profit: leadership, management and governance of third sector organisations. Directory of Social Change.

[14]

Lovelock, Christopher H. and Weinberg, Charles B. 1984. Marketing for public and nonprofit managers. Wiley.

[15]

Wymer, Walter W. 2006. Nonprofit marketing: marketing management for charitable and nongovernmental organizations. SAGE.

[16]

Dimensions of the Voluntary Sector. CAF International Publishing.