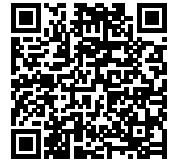


Marketing for Non-Profit Organisations (BUS020X663Y)

[View Online](#)

Marketing for Non-Profit Organisations (BUS020X663Y)

Adirondack, Sandy Merritt, Simpson, Steve, & London Voluntary Service Council. (1992). Just about managing?: effective management for voluntary organisations and community groups ([New ed.]). London Voluntary Service Council.

Andreasen, Alan R. & Kotler, Philip. (2003). Strategic marketing for nonprofit organizations (6th ed). Prentice Hall.

Barnard, Hilary & Walker, Perry. (1994). Strategies for success: a self-help guide to strategic planning for voluntary organisations: Vol. NCVO management guides. NCVO Publications.

Burnett, Ken & 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.

Clarke, Sam, Directory of Social Change, & Institute of Charity Fundraising Managers. (1993). The complete fundraising handbook (Fully rev. 2nd ed). Directory of Social Change in association with the Institute of Charity Fundraising Managers.

Dimensions of the Voluntary Sector. (n.d.). [Paperback]. CAF International Publishing.

Druce, Rosalind, Carter, Stephen, & National Extension College. (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.

Hannagan, T. J. (1992). Marketing for the non-profit sector: Vol. Macmillan professional masters. Macmillan.

<http://www.charity-commission.gov.uk>. (n.d.).

<http://www.idea.gov.uk/idk/core/page.do?pageld=71665>. (n.d.).

<http://www.ivr.org.uk>. (n.d.).

<http://www.ncvo-vol.org.uk>. (n.d.).

<http://www.thirdsector.co.uk>. (n.d.).

Hudson, Mike & Directory of Social Change (Organization). (2009). Managing without profit: leadership, management and governance of third sector organisations (3rd ed). Directory

of Social Change.

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

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