Marketing for Non-Profit Organisations (BUS020X663Y)

Marketing for Non-Profit Organisations (BUS020X663Y)



@book{Adirondack, Sandy Merritt_Simpson, Steve_London Voluntary Service Council_1992, address={London}, edition={[New ed.]}, title={Just about managing?: effective management for voluntary organisations and community groups}, publisher={London Voluntary Service Council}, author={Adirondack, Sandy Merritt and Simpson, Steve and London Voluntary Service Council}, year={1992} }

@book{Andreasen, Alan R._Kotler, Philip_2003, address={London}, edition={6th ed}, title={Strategic marketing for nonprofit organizations}, publisher={Prentice Hall}, author={Andreasen, Alan R. and Kotler, Philip}, year={2003} }

@book{Barnard, Hilary_Walker, Perry_1994, address={London}, title={Strategies for success: a self-help guide to strategic planning for voluntary organisations}, volume={NCVO management guides}, publisher={NCVO Publications}, author={Barnard, Hilary and Walker, Perry}, year={1994} }

@book{Burnett, Ken_International Fund Raising Group_1992, address={London}, title={Relationship fundraising: a donor-based approach to the business of raising money}, publisher={White Lion in association with the International Fund Raising Group}, author={Burnett, Ken and International Fund Raising Group}, year={1992} }

@book{Clarke, Sam_Directory of Social Change_Institute of Charity Fundraising Managers_1993, address={London}, edition={Fully rev. 2nd ed}, title={The complete fundraising handbook}, publisher={Directory of Social Change in association with the Institute of Charity Fundraising Managers}, author={Clarke, Sam and Directory of Social Change and Institute of Charity Fundraising Managers}, year={1993} }

@book{Druce, Rosalind_Carter, Stephen_National Extension College_1988, address={Cambridge}, title={The marketing handbook: a guide for voluntary and non-profit making organisations}, publisher={National Extension College in association with Channel Four Television Company and Yorkshire Television}, author={Druce, Rosalind and Carter, Stephen and National Extension College}, year={1988} }

@book{Hannagan, T. J._1992, address={Basingstoke}, title={Marketing for the non-profit sector}, volume={Macmillan professional masters}, publisher={Macmillan}, author={Hannagan, T. J.}, year={1992} }

@book{Hudson, Mike_Directory of Social Change (Organization)_2009, address={London}, edition={3rd ed}, title={Managing without profit: leadership, management and governance of third sector organisations}, publisher={Directory of Social Change}, author={Hudson, Mike and Directory of Social Change (Organization)}, year={2009} }

@book{Lovelock, Christopher H._Weinberg, Charles B._1984, address={Chichester}, title={Marketing for public and nonprofit managers}, publisher={Wiley}, author={Lovelock, Christopher H. and Weinberg, Charles B.}, year={1984} }

@book{Wymer, Walter W._2006, address={London}, title={Nonprofit marketing: marketing management for charitable and nongovernmental organizations}, publisher={SAGE}, author={Wymer, Walter W.}, year={2006} }

@book{Dimensions of the Voluntary Sector, publisher={CAF International Publishing} }
@misc{http://www.thirdsector.co.uk }

@misc{http://www.ivr.org.uk }

@misc{http://www.idea.gov.uk/idk/core/page.do?pageId=71665 }

@misc{http://www.ncvo-vol.org.uk }

@misc{http://www.charity-commission.gov.uk }