



Mission-Based Marketing: Positioning Your Not-for-Profit in an Increasingly Competitive World (Wiley Nonprofit Law, Finance and Management Series)

Peter C. Brinckerhoff

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A direct, practical guide that shows how you can lead your not-for-profit to success in a more competitive world. This book provides the knowledge and skills to build a market-driven organization that holds onto its core values, does a better job of providing mission, and successfully competes for funding, clients, referral sources, staff, and board members.

Other titles in the Mission-Based Management Series

Mission-Based Management: Leading Your Not-for-Profit into the 21st Century

Named "Best New Nonprofit Management Book" by the Nonprofit Management Association. The Association said, "The Nonprofit Management Association is pleased to spotlight the extraordinary work of Peter Brinckerhoff in his newest publication, Mission-Based Management: Leading Your Not-for-Profit into the 21st Century." The book was cited by the Nonprofit Management Association as "a great overall manager's and board member's guide to not-for-profits-quite laudable in that it's eminently readable and downright enjoyable."

Financial Empowerment: More Money for More Mission

Named "Best New Nonprofit Management Book" by the Nonprofit Management Association. This second volume of the widely respected Mission-Based Management Series outlines a not-for-profit organization's plan for financial success. It highlights the eight characteristics of financial empowerment, and provides the skills and concepts that a nonprofit organization and its managers will need to survive, including estimating cash needs, treating funders like valued customers, developing money-making businesses, determining the financial options that are available, and implementing an empowered budget process.

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