



Mission-Based Marketing: Positioning Your Not-for-Profit in an Increasingly Competitive World

Peter C. Brinckerhoff

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A direct, practical guide revealing how you can lead your not-for-profit to success through mission-based marketing

Now in a Third Edition, *Mission-Based Marketing* is a direct, practical guide showing how you can lead your not-for-profit to success in a more competitive world. This book provides the knowledge and skills you need 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.

- Includes new material on nonprofit websites, social networking and new methods of communication, advances in technology, customer service in today's world, and the effects of marketing on fundraising
- Goes beyond the hows and whys to include lots of hands-on advice and real-world examples
- Other titles by Brinckerhoff: *Mission-Based Management: Leading Your Not-for-Profit In the 21st Century*, *Faith-Based Management: Leading Organizations That Are Based on More than Just Mission*, and *Social Entrepreneurship: The Art of Mission-Based Venture Development*

Filled with new material, this book appraises the trends that have dramatically affected the not-for-profit sector in the past several years, and explains how an organization can shape this shifting landscape to its ultimate benefit.

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