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Marketing Communications of Non-Profit Organizations

By Jens Walther

GRIN Verlag. Paperback. Book Condition: New. Paperback. 60 pages. Dimensions: 8.3in. x 5.9in. x 0.2in. Seminar paper from the year 2006 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1, 3, Heilbronn University (Internationale Betriebswirtschaft Interkulturelle Studien), course: Marketing of non profit organizations, 28 entries in the bibliography, language: English, comment: Twenty years ago, marketing was a dirty word for those involved in non-profit organizations NPOs. It meant business, and nonprofits prided themselves on being free of the taint of commercialism and above such sordid considerations as the bottom line. However this view has changed drastically over the last years. . . , abstract: Given the explosion in the number of non profit organizations over the past years and the fact that there are no signs of a slowing of growth in this area (Sargeant, 1999a: 8) the competition is getting fierce. Due to the intangibility and immateriality of most non profit services, marketing communication plays a central role to gain differentiation and thus, competitive advantage. Communication is used to draw attention to causes, to raise funds in order distribute it to those in need or to promote activities (Kotler, 2005a: 27). To carry...



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