

# **Strategic Marketing for Nonprofit Organizations**

Philip Kotler, Alan R. Andreasen



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**Strategic Marketing for Nonprofit Organizations** Philip Kotler, Alan R. Andreasen Provides a conceptual and practical foundation for strategic marketing in non-profit organizations, emphasizing strategic evaluations, positioning and market targeting. Checklists, case studies and sample materials are included. The new edition includes a chapter on strategy and social marketing.



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