



Strategic Marketing for Nonprofit Organizations

By Philip Kotler, Alan R. Andreasen

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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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Editorial Review

From the Publisher

Reflecting the most recent, relevant information in the field, this best-selling text forms a conceptual and practical foundation for marketing in nonprofit organizations. Its coverage encompasses the entire marketing process, providing valuable insights on strategic evaluations, positioning, market targeting, and more.

From the Back Cover

FROM THE PREFACE...

This sixth edition of **Strategic Marketing for Nonprofit Organizations** marks a major change in the way in which nonprofit marketing is conceived and applied. Much more strongly than in previous editions, this book seeks to position marketing as perhaps the most critical—if not *the* most critical—discipline needed for nonprofit success. It argues that success ultimately requires the influencing of the behavior in a wide range of key target markets—clients, funders, policy makers, volunteers, the media as well as the nonprofit's own staff: This is the province of marketing! Marketers are the "behavioral influence business." The book positions marketing as absolutely central to top management's achievement of the organization's mission. Implicit in this volume is the notion that everyone in nonprofit management—including the CEO—ought to have a thorough grounding in marketing and what it does and can do.

— Alan R. Andreasen and Philip Kotler

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This sixth edition of *Strategic Marketing for Nonprofit Organizations* comes at a time when nonprofit marketing is poised to have a much greater impact on the field of nonprofit management and on the growing intersection between that sector and the business world. The first two editions of this book served to legitimize marketing as a distinct career and a distinct educational discipline, while the third edition focused less on *whether* one should carry out nonprofit marketing and more on *how* one should do it well. The fourth edition shifted its emphasis to focus more closely on strategic planning. As the fourth edition noted, "The major need of the nonprofit sector now is not so much for techniques to implement marketing, but for assistance in strategic planning. Many nonprofits face significant declines in traditional sources of revenue, dramatic changes in their customer mix, and bold new competition. They need help rethinking where they are going and what broad strategies they should be using to get there."

The fifth edition strongly reflected the growing sophistication of the field and its cadre of skilled practitioners by incorporating their insights into the text and examples. It also emphasized the growing importance of social marketing, the application of marketing concepts not just to *organizations* but to *programs* designed to bring about social change. It tiptoed into the international arena where the nonprofit sector was beginning to have a significant impact and sought to reflect the blurring of the previously distinct lines between nonprofit and commercial marketing.

This sixth edition marks a major change in the way in which nonprofit marketing is conceived and applied. First of all, much more strongly than in previous editions, it seeks to position marketing as among the most critical—if not *the* most critical—disciplines needed for nonprofit success. It argues that success ultimately requires the influencing of the behavior in a wide range of key target markets—clients, funders, policy

makers, volunteers, and the media, as well as the nonprofit's own staff. This is the province of marketing because marketing is the "behavioral influence business." The book positions marketing as central to top management's achievement of the organization's mission. Implicit in this volume is the notion that everyone in nonprofit management—including the CEO—ought to have a thorough grounding in marketing and what it does and can do.

Second, this edition reflects the breaking down of three kinds of boundaries that heretofore limited the field. First, it removes the conception of nonprofit marketing as primarily a North American phenomenon. As we will show in several places in the book, nonprofit enterprise is flourishing everywhere in the world, including Asian countries with a tradition of family self-help and formerly communist countries with a tradition of state social service. We recognize that we have much to learn—as well as contribute—as we broaden our compass to include these new environments.

The sixth edition also removes the assumption that the target audience for a text on nonprofit marketing is only present and future practitioners in nonprofit organizations. It is a growing reality that both the government and for-profit sectors have a growing interest in "social enterprise." Many government agencies have missions highly similar to nonprofits and are often major players in the field of social marketing. At the same time, corporations are increasingly becoming involved in the social sector through venture philanthropy, cause marketing, and corporate volunteerism programs. Managers—and future managers—in both the government and corporate domains need to appreciate the concepts and tools described here and understand the nonprofit environment and what it is like to try to bring about change within it.

Finally, consistent with its behavioral focus, this edition organizes much of the discussion of strategic and tactical options around two central behavioral science models, what we call "the Stages of Change" and "the BCOS drivers." These models guide our thinking about how to influence behavior in many different contexts. They provide a powerful portable framework for nonprofit practitioners to use to be successful in this challenging environment

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