



Nonprofit Marketing: Marketing Management for Charitable and Nongovernmental Organizations

Walter Wymer, Patricia A. Knowles, Roger Gomes

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Nonprofit Marketing: Marketing Management for Charitable and Nongovernmental Organizations is a conceptually strong text that gives students marketing strategies for nonprofit, charitable, and nongovernmental organizations, while providing them with a broad treatment of marketing basics. Written in an easy-to-follow style, marketing concepts are clearly presented and supported with real-world examples.

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