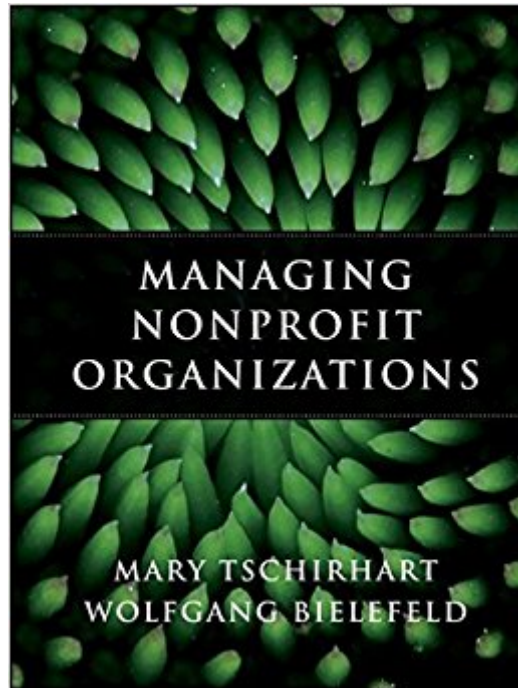




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Managing Nonprofit Organizations



Synopsis

This essential resource offers an overall understanding of nonprofits based on both the academic literature and practitioner experience. It shows how to lead, manage, govern, and structure effective and ethical nonprofit organizations. *Managing Nonprofit Organizations* reveals what it takes to be entrepreneurial and collaborative, formulate successful strategies, assess performance, manage change, acquire resources, be a responsible financial steward, and design and implement solid marketing and communication plans. "Managing Nonprofit Organizations is the only introductory text on this subject that manages to do three critical things equally well: It's comprehensive, covering all the key topics leaders of NPOs need to know about; it's practical, providing lots of examples, case incidents, and experiential exercises that connect the content to the real world; and, best of all (and most unique compared to others), it's research-based, drawing on the latest and best empirical studies that look into what works and doesn't work in the world of nonprofit management." â "Vic Murray, professor, School of Public Administration, University of Victoria "This book is a rarityâ "a text that can be used both as the focus for academic study and as a source of stimulating ideas for those practitioners who want to explore theories about management and how they can be applied so they can do a better job. Tschirhart and Bielefeld have explained all aspects of nonprofit management and leadership in a way that will stimulate as well as inform." â "Richard Brewster, executive director, National Center on Nonprofit Enterprise, Virginia Tech University "Managing Nonprofit Organizations presents a comprehensive treatment of this important topic. The book satisfies the competencies and curriculum guidelines developed by NASPAA and by NACC and would be ideal for instruction. The book maintains its commitment to informing management and leadership throughout the nonprofit sector." â "Jeffrey L. Brudney, Albert A. Levin Chair of Urban Studies and Public Service, Cleveland State University "This is an important book, written by two of the leading scholars in the nonprofit studies field. Nonprofit managers, board members, funders, educators, and others will find *Managing Nonprofit Organizations* extremely valuable." â "Michael O'Neill, professor of nonprofit management, University of San Francisco "Here's the book that my students have been asking forâ "just the right mix of theory presentation, research findings, and practical suggestions to serve the thoughtful nonprofit management practitioner. It will inform, instruct, and ultimately, inspire." â "Rikki Abzug, professor of management, Anisfield School of Business, Ramapo College

Book Information

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Customer Reviews

Mary Tschirhart is a professor in the School of Public and International Affairs and director of the Institute for Nonprofit Research, Education, and Engagement at North Carolina State University. Wolfgang Bielefeld is professor emeritus in the School of Public and Environmental Affairs at Indiana University, Purdue University Indianapolis.

Purchased this book for class and everything in it was SO helpful. It's helpful even if you don't want to work in the nonprofit sector, it gives so much information on program evaluation, HR practices, leadership and marketing. It covers everything in a thorough manner. READ!

Excellent book. Arrived on time

This should be required reading for every non-profit employee, organization or anyone thinking of starting a non-profit. It's an easy read and informative.

A little long in the tooth, but has useful information.

The majority of textbooks focus on subjects like fundraising, marketing and compliance with various laws. This textbook is the only one that I found that applies strategic management concepts from the first sector, to nonprofit organizations. Having been a nonprofit practitioner and being in the process of becoming a nonprofit academic, I recognize, how the authors blended theory and practice in a

way that is useful for nonprofit managers and in my opinion lacking in the academic journal articles on the subject. Accordingly, I would recommend this book to any student of nonprofit management and any nonprofit manager who is willing to seriously reconsider organizational practices in order to enhance performance and prove legitimacy.

very good book if you are in the field and at that level. was a school book

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