

Uncover the Latest Insights and Trends in Nonprofit Marketing - International Perspectives Journal of Nonprofit Public Sector Marketing 13



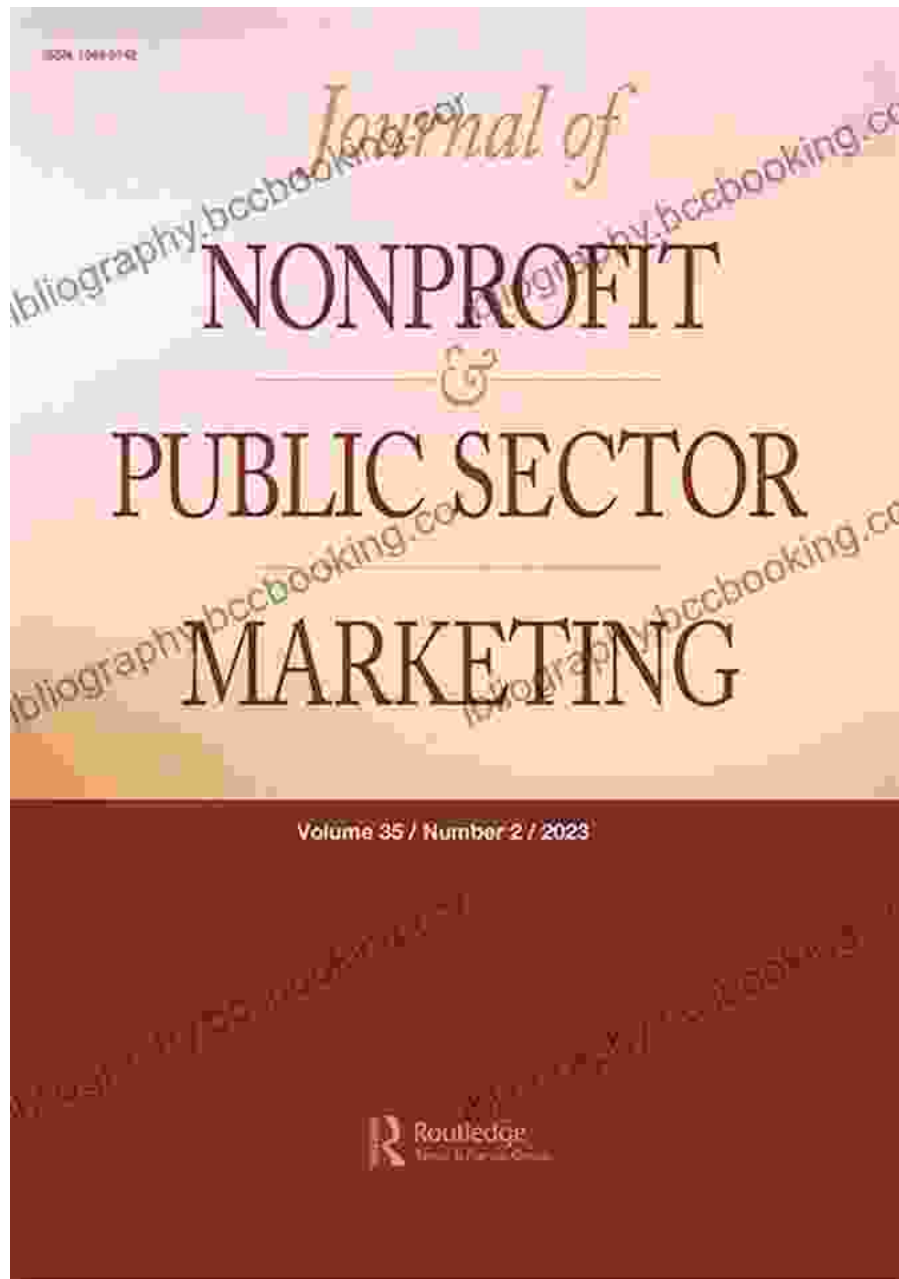
Government Policy and Program Impacts on Technology Development, Transfer, and Commercialization: International Perspectives (Journal of Nonprofit & Public Sector Marketing Book 13)

by Jack Arbor

★★★★☆ 4.5 out of 5

- Language : English
- Text-to-Speech : Enabled
- Enhanced typesetting : Enabled
- Word Wise : Enabled
- File size : 7588 KB
- Screen Reader : Supported
- Print length : 350 pages

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ISSN: 2753-2801

: 9781800714241

Publication Date: January 2023

Pages: 232

Price: \$129.00

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About the Book

The *International Perspectives Journal of Nonprofit Public Sector Marketing* is a leading academic journal that publishes cutting-edge research on the marketing of nonprofit and public sector organizations. The journal provides a forum for scholars, practitioners, and policymakers to share their insights on the latest trends and challenges in nonprofit marketing.

The 13th volume of the journal features a diverse collection of articles that explore a wide range of topics, including:

- The use of social media to engage donors
- The impact of marketing campaigns on fundraising
- The development of effective marketing strategies for public sector organizations
- The role of marketing in promoting social change
- The challenges of marketing to diverse audiences

This volume is an essential resource for anyone who is interested in the field of nonprofit or public sector marketing. The articles provide a wealth of

information and insights that can help organizations improve their marketing efforts and achieve their goals.

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Reviews

"The *International Perspectives Journal of Nonprofit Public Sector Marketing* is a valuable resource for anyone who is interested in the field. The articles are well-written and provide a wealth of information and insights." - **Dr. Susan L. Tomczak, Professor of Marketing, University of Massachusetts Amherst**

"The *International Perspectives Journal of Nonprofit Public Sector Marketing* is a must-read for anyone who wants to stay up-to-date on the latest trends and challenges in nonprofit marketing. The articles are thought-provoking and provide practical advice that can help organizations improve their marketing efforts." - **Dr. John E. Bryson, Professor of Public Administration, University of Southern California**

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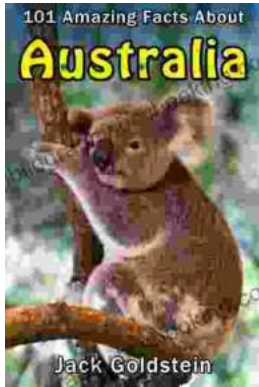
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