



Managing Nonprofit Organizations in the 21st Century (Paperback)

By James P. Gelatt

ABC-CLIO, United States, 1992. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****. Dr. James P. Gelatt discusses the five basic principles that should guide all nonprofit organizations: mission, leadership, management, professionalism, and financial stability. Each principle is thoroughly explored and is enhanced by instructive examples of notable managers and successful organizations. The contents also feature a strategic planning guide, tips on building an effective staff, public relations, and fundraising and marketing advice. Managing Nonprofit Organizations in the 21st Century is a guide to proven management methods and leadership techniques that will successfully direct any nonprofit organization into the next century.



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