



Nonprofit Marketing: Marketing Management for Charitable and Nongovernmental Organizations

By 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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- Sales Rank: #683109 in Books
- Brand: Brand: SAGE Publications, Inc
- Published on: 2006-03-06
- Ingredients: Example Ingredients
- Original language: English
- Number of items: 1
- Dimensions: 9.25" h x .88" w x 7.52" l, 1.77 pounds
- Binding: Hardcover
- 384 pages



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Editorial Review

About the Author

Walter Wymer is an Associate Professor of Marketing in the School of Business at Christopher Newport University. Walter earned his D.B.A. from Indiana University in 1996, taught one year at Jacksonville University, and joined the faculty of CNU in 1997. His area of research expertise is nonprofit marketing. He has published peer reviewed articles and given presentations on volunteer marketing, cause-related marketing, direct marketing, social marketing, and fund raising. Walter is a former president of the Atlantic Marketing Association. He is editor of the Journal of Nonprofit & Public Sector Marketing and North American editor of the International Journal of Nonprofit & Voluntary Sector Marketing.

Patricia Knowles is Associate Professor in the Department of Marketing (College of Business and Behavioral Science, Clemson University), where she teaches courses in Nonprofit Marketing, Promotional Strategy, Consumer Behavior and Marketing Principles. Dr. Knowles joined the Marketing Faculty in the fall of 1991. Her academic research is concerned with Issues in Nonprofit Marketing, Marketing Strategy Analysis, e.g., product portfolio matrices, Perceptions of Promotional Tools, and B2B Advertising. She has published in the Journal of Nonprofit and Public Sector Marketing, Journal of the Academy of Marketing Science, Marketing Education Review, Journal of Marketing Education, Marketing Management Journal, Journal of Service Research, Journal of Marketing Management, Journal of Personal Selling & Sales Management, Journal of Services Marketing, Journal of Business and Industrial Marketing, Journal of Education for Business, Journal of Teaching in International Business, Psychological Reports, and Journal of International Consumer Marketing, as well as in specialized journals in the field of Psychology. In addition, she has numerous national conference proceedings and has made many presentations. She is also co-author of the textbook Business Marketing published by McGraw Hill/NTC 2001. Dr. Knowles' degrees include a BA in Psychology, and MA in Experimental Psychology, and a Ph.D. in Experimental/ Physiological Psychology. In addition, she completed a post doc at the University of Georgia in Marketing.

Roger Gomes is Associate Professor in the Department of Marketing (College of Business and Behavioral Science, Clemson University), where he teaches courses in International Marketing, Business to Business Marketing, and MBA Strategic Analysis. Dr. Gomes joined the Marketing Faculty in the fall of 1987. Previously, he had been Technical Manager and later a Division Marketing Manager for first tier suppliers to the automotive, copier, and computer industries. His academic publications span logistics, leadership, and e-commerce as they relate both to business and nonprofit marketing. He has published in the Journal of Nonprofit and Public Sector Marketing, Journal of the Academy of Marketing Science, Marketing Education Review, Journal of Marketing Education, Journal of Marketing Management, Journal of Segmentation in Marketing, Transportation Journal, Journal of Business Logistics, Journal of Current Issues and Research in Advertising, Industrial Marketing Management, and International Journal of Physical Distribution and Materials Management. In addition, he has numerous national conference proceedings and has made many presentations. In addition to being on the editorial review boards of leading journals, Dr.

Gomes has twice been elected an Officer and National Executive Board member of the Academy of Marketing Science, President of the regional Council of Logistics Management, and Executive Board member of the regional National Association of Purchasing Management. He is also co-author of the textbook Business Marketing published by McGraw Hill/NTC 2001. Dr. Gomes' degrees include BS Mechanical Engineering, MBA in Management, and Ph.D. in Marketing.

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