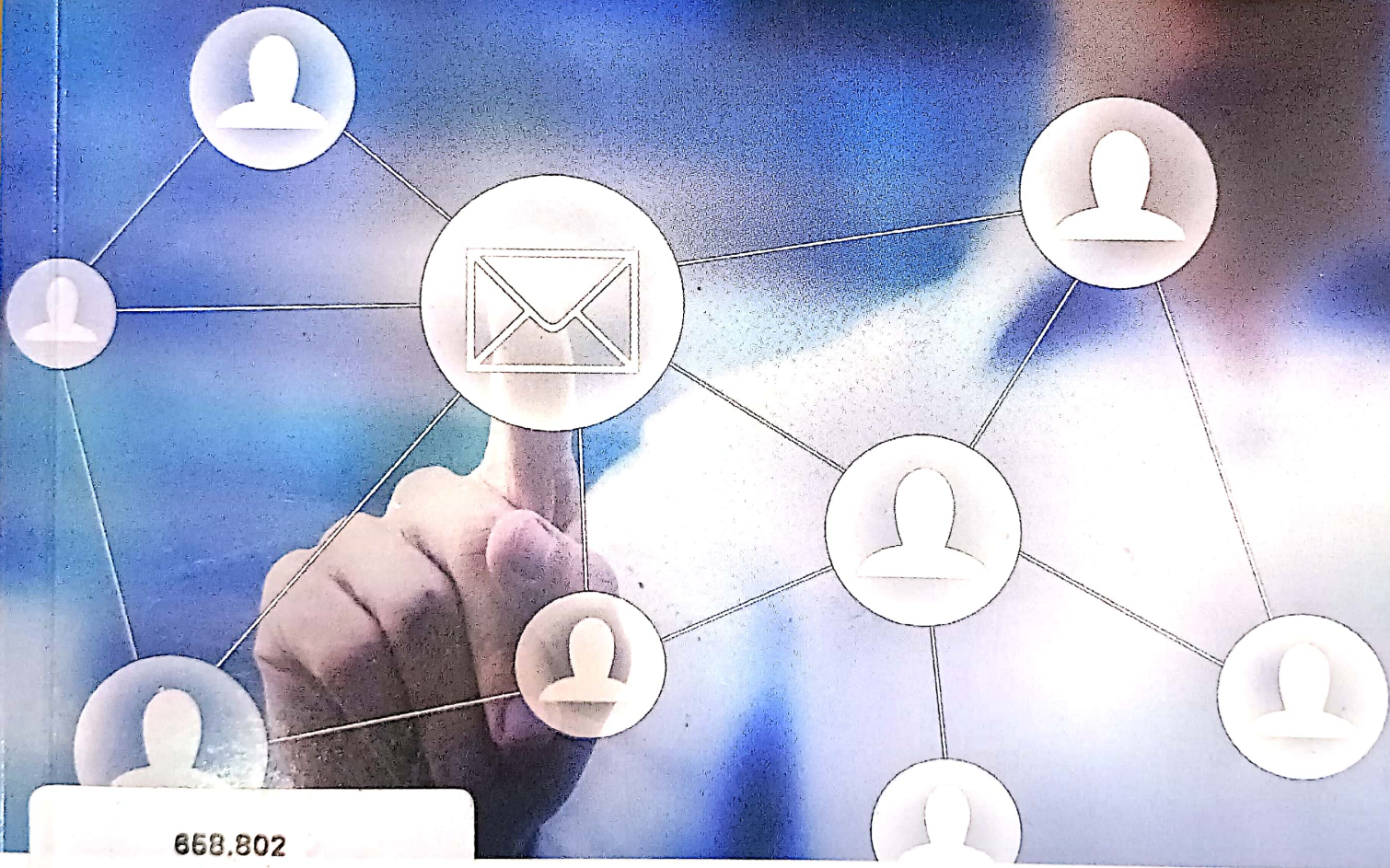


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STRATEGIC MARKETING FOR NONPROFIT ORGANIZATIONS



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Alan R. Andreasen
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Seventh
Edition

STRATEGIC MARKETING FOR NONPROFIT ORGANIZATIONS

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To Jean Manning, an unending source of great ideas,
insightful interpretations, and encouragement.

—*Alan Andreasen*

To Neil Kotler for his deep expertise on the museum
world and to Milton Kotler for his deep expertise on
nonprofit organizations and China.

—*Philip Kotler*

To my family that has been the fountainhead of ideas,
insights, and inspiration for selfless service and
charitableness.

—*Dheeraj Sharma*



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