



Third Sector Management: The Art of Managing Nonprofit Organizations

By William B. Werther Jr., Evan Berman

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Trying to do good deeds does not guarantee that a nonprofit organization will succeed. The organization must do good deeds well. This textbook offers a blueprint for nonprofit success, adopting a strategic perspective that assumes vision, mission, strategy, and execution as the pillars upon which success is built.

While many experts on nonprofits argue that fundraising is the single key to success, William B. Werther Jr., and Evan M. Berman show that effective fundraising depends largely on how the nonprofit is positioned and how it performs. They address such issues as leadership and board development, strategic planning, staffing, fundraising, partnering, productivity improvement, and accountability.

Emphasizing the context of nonprofits and detailing improvements that can be made by managers at all levels, the book strikes a balance between policy discussion and practical usefulness. Written for use in graduate courses in nonprofit management, *Third Sector Management* will also be invaluable to directors, staff, volunteers, and board members of nonprofit organizations.

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Third Sector Management: The Art of Managing Nonprofit Organizations By William B. Werther Jr., Evan Berman Bibliography

- Rank: #1530363 in Books
- Brand: Brand: Georgetown University Press
- Published on: 2001-03-05
- Original language: English
- Number of items: 1
- Dimensions: 8.98" h x .71" w x 6.04" l, .81 pounds
- Binding: Paperback
- 248 pages

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Editorial Review

About the Author

William B. Werther Jr. is a professor of management, Office Depot Management Scholar, and co-director of the Center for Nonprofit Management at the University of Miami.

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