



Strategic Planning and Management of Nonprofit Organizations and NGOs: Theory, Practice, Research & Cases

By Deb Prasanna Choudhury

Asian Books Pvt. Ltd., New Delhi, 2012. Soft cover. Book Condition: New. This book is written with the purpose of improving management of Nonprofit and Nongovernment organizations by applying strategic planning techniques and use of performance measures and benchmarking. The book has a wide coverage as it addresses the financial management, human resource management, Organization structure and competition issues as well as marketing and pricing in nonprofits all with the objective of better management and performance of the non-profit organizations. The book covers extensive case studies of renowned Indian and foreign NGOs and presents a research process and results to confirm the application of strategic planning in improving performance. The book should be of interest and benefit of both students and professionals in the profit and nonprofit sector. Page Extent: 544.

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