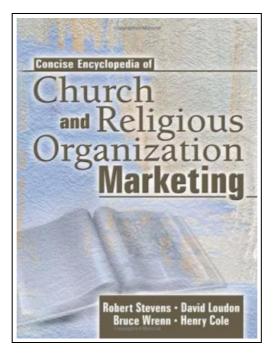
Concise Encyclopedia of Church and Religious Organization Marketing (Hardback)



Filesize: 5.56 MB

Reviews

I actually started out reading this article ebook. This is for those who statte that there had not been a worth reading. Its been developed in an extremely easy way and it is just after i finished reading this book in which in fact modified me, change the way i really believe. (Antonetta Ritchie IV)

CONCISE ENCYCLOPEDIA OF CHURCH AND RELIGIOUS ORGANIZATION MARKETING (HARDBACK)



Taylor Francis Inc, United States, 2006. Hardback. Book Condition: New. 216 x 160 mm. Language: English . Brand New Book. Discover the marketing basics to draw new members--and more funds--to your church! Though more and more religious organizations increasingly attempt to use marketing techniques to improve response, little literature exists to explain crucial concepts, terms, and strategies. The Concise Encyclopedia of Church and Religious Organization Marketing fills this gap by providing novice marketers with basic theories and terms in easy-to-understand language. This A-to-Z reference presents the essential concepts and techniques, such as benefits to constituents, target markets, market research, and advertising, all with plain and concise explanations to apply to your situation, all aimed to effectively increase the numbers and resources of your faith-based organization. As people become increasingly inundated with advertising and given more choices, the need for a religious organization to cut through this informational clutter to present its own positive features to the right audience becomes vital. From social cause marketing details the tools needed to measure and increase positive response to allow your organization to effectively compete in today s world. Numerous figures and tables clearly illustrate more complex concepts and terms to make comprehension fast and easy. An appendix has been included that provides a complete review of the early and contemporary literature applicable to marketing clarifies foundational marketing concepts and terms as they relate to church and religious organization. Entries include: * benefits * brand equity * cause-related marketing * communication methods * competitive advantage * constituent analysis and behavior * controlling marketing activities *...

Read Concise Encyclopedia of Church and Religious Organization Marketing (Hardback) Online
 Download PDF Concise Encyclopedia of Church and Religious Organization Marketing (Hardback)

Relevant Kindle Books

٢	\neg
L	=
L	=)

Bully, the Bullied, and the Not-So Innocent Bystander: From Preschool to High School and Beyond: Breaking the Cycle of Violence and Creating More Deeply Caring Communities

HarperCollins Publishers Inc, United States, 2016. Paperback. Book Condition: New. Reprint. 203 x 135 mm. Language: English . Brand New Book. An international bestseller, Barbara Coloroso s groundbreaking and trusted guide on bullying-including cyberbullyingarms parents...

Kindergarten Culture in the Family and Kindergarten; A Complete Sketch of Froebel s System of Early Education, Adapted to American Institutions. for the Use of Mothers and Teachers

Rarebooksclub.com, United States, 2012. Paperback. Book Condition: New. 246 x 189 mm. Language: English . Brand New Book ***** Print on Demand *****.This historic book may have numerous typos and missing text. Purchasers can download... Read Book »

=

No Friends?: How to Make Friends Fast and Keep Them

Createspace, United States, 2014. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book ***** Print on Demand *****. Do You Have NO Friends ? Are you tired of not having any... Read Book »

	J

Preventing Childhood Eating Problems : A Practical, Positive Approach to Raising Kids Free of Food and Weight Conflicts

Book Condition: Brand New. Book Condition: Brand New.
Read Book »

ſ		C	1
I	ł		
l			

Becoming Barenaked: Leaving a Six Figure Career, Selling All of Our Crap, Pulling the Kids Out of School, and Buying an RV We Hit the Road in Search Our Own American Dream. Redefining What It Meant to Be a Family in America.

Createspace, United States, 2015. Paperback. Book Condition: New. 258 x 208 mm. Language: English . Brand New Book ***** Print on Demand *****. This isn t porn. Everyone always asks and some of our family thinks... Read Book »