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Marketing in Non-Profit-Organisationen | Marketing-BRSE

Marketing in Non-Profit-Organisationen Konrad Strömeyer | 23.03.2010 In den letzten Jahrzehnten haben sogenannte Non-Profit-Organisationen stetig zugenommen. Non-Profit-Marketing Wikipedia

Marketing für den Non-Profit-Bereich Hier geht es um Marketing für eine spezielle Branche, den Non-Profit- oder Sozialbereich, z. B. Vereine, Pflegeeinrichtungen, Sozialstationen, Krankenhäuser usw.

Definition: Non-Profit-Marketing | Onpulson-Wirtschaftslexikon

Non-Profit-Marketing Definition: Unter Non-Profit-Marketing versteht man sämtliche Marketingkampagnen, die nicht die Wertsteigerung einer Organisation als Ziel verfolgen, sondern dem Zwecke der Allgemeinheit dienen. Non-Profit-Marketing: Mit Sozialmarketing zum Erfolg - 1&1 ...

Non-Profit-Marketing ist mehr als eine Verkaufsstrategie: Mit NPO-Marketing verbessern Sie die Welt. Lesen Sie, wie Sie Ihr Projekt zum Erfolg bringen. Lesen Sie, wie Sie Ihr Projekt zum Erfolg bringen.

Definition Nonprofit Marketing im Gabler Wirtschaftslexikon

Nonprofit Marketing im Online-Lexikon: Unter Nonprofit Marketing versteht man eine verbindliche Grundhaltung, sowie Aktivitäten und Prozesse innerhalb einer Nonprofit-Organisation (NPO), die eine konsequente Ausrichtung aller mittelbar oder unmittelbar den Markt betreffenden Entscheidungen an Bedürfnissen aller aktuellen Kunden. Non Profit Marketing Definition | finanzen.net ...

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Marketing für Nonprofit-Organisationen. Grundlagen ...

Marketing für Nonprofit-Organisationen. Grundlagen-Konzepte- Instrumente | Manfred Bruhn, Richard Kehler, Hermann Diller | ISBN: 9783170182813 | Kostenloser Versand für alle Bücher mit Versand und Verkauf durch Amazon.

About Marketing in Non-Profit Organizations | Chron.com

Offline Practices. Typical marketing practices by a non-profit organization include large and small-scale events, print materials, alliances and networking.