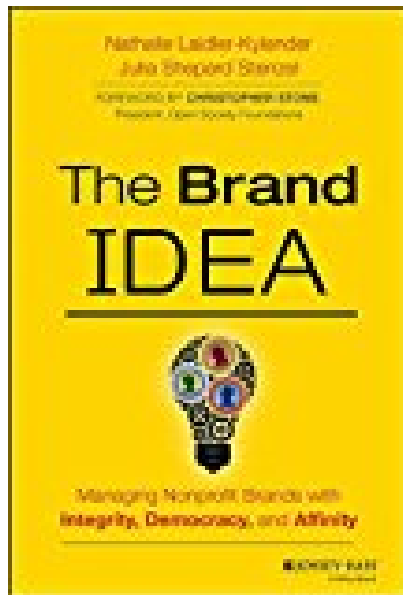


The Brand IDEA Managing Nonprofit Brands with Integrity Democracy and Affinity



BOOK DETAILS

- Author : Nathalie Laidler-Kylander
- Pages : 240 Pages
- Publisher : Jossey-Bass
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BOOK SYNOPSIS

Offering a new framework for nonprofit brand management, this book presents the Brand IDEA (Integrity, Democracy, and Affinity). The framework eschews traditional, outdated brand tenets of control and competition largely adopted from the private sector, in favor of a strategic approach centered on the mission and based on a participatory process, shared values, and the development of key partnerships. The results are nonprofit brands that create organizational cohesion and generate trust in order to build capacity and drive social impact. The book explores in detail how nonprofit organizations worldwide are developing and implementing new ways of thinking about and managing their organizational brands.

THE BRAND IDEA MANAGING NONPROFIT BRANDS WITH INTEGRITY DEMOCRACY AND AFFINITY

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