



Nonprofit Management: Principles and Practice

Michael J. Worth

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Nonprofit Management: Principles and Practice 4th Edition by Michael J. Worth is a comprehensive textbook written for the Nonprofit Management course. Worth covers the scope and structure of the nonprofit sector, leadership of nonprofits, managing the nonprofit organization, fundraising, earned income strategies, financial management, nonprofit lobbying and advocacy, managing international and global organizations, and social entrepreneurship. Written specifically for students, this applied text integrates research, theory, and the practitioner literature and includes more than is found in the more prescriptive, practitioner-oriented alternatives. Providing an overview suitable for students enrolled in their first course in the field, the book also includes cases and discussions of advanced issues for those with experience.

Key Features

- Takes a balanced approach to varied perspectives and controversial issues and encompasses traditional concepts as well as new approaches and thinking
- New chapter on Government Support discusses this important source of revenue for many nonprofit organization
- coverage of key topics such as advisory boards and councils, leadership theories, volunteerism, social media in marketing, online fund-raising , the emerging fourth sector and new organizational models, planned giving, risk management, and financial controls.
- Includes a chapter on Social Entrepreneurship, which examines the theories behind this concept as well as the successful practices of high-impact nonprofits around the world
- Integrates social sciences research, management theory, and practitioner literature
- Includes cases to enhance student understanding of the issues involved in real-world situations
- Gives students direction on where to go in the literature to learn more through chapter-ending “Suggestions for Further Reading”
- Includes “Questions for Discussion” at the end of each chapter to help students apply chapter content to actual nonprofit organizations

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