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Tim Hannagan

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Preface

The aim of this book is to provide a comprehensive analysis of marketing in the non-profit sector. The book is designed to cover the fundamental aspects of marketing, and to elucidate the differences between marketing in non-profit organisations and marketing in the profit-making sector of the economy.

The book stresses the importance of marketing for all organisations and its relevance to all institutions in the non-profit sector, including central and local government services, educational institutions, nationalised industries, charities and arts associations. The services that are covered include education, health, social services, leisure and sports facilities, the police force, the armed forces and other non-profit areas such as charities and voluntary societies.

The book is designed to be of use to managers, students and the general reader. The importance of marketing in most non-profit institutions has greatly increased in recent years and general managers, as well as marketing managers, need to have a clear idea of marketing concepts and techniques. At the same time, the majority of people who work in organisations that provide services, whether or not they are managers, need to understand marketing because it is part of their job. As training and development expand in meeting customers', clients' and consumers' needs, marketing will be an increasingly important element of many people's work.

Students on a range of business and management courses, or those studying in areas that include aspects of business and administration, will find that the book fills a major gap in its analysis of the non-profit sector, as well as providing a useful introduction to marketing in general, because it includes all the concepts and techniques of marketing and their applications.

Readers should be able to apply a variety of ideas and methods to help to solve problems in creating a good image for their organisations, in developing excellent lines of communication both within the institution and with consumers and clients, and in promoting a high quality customer-orientated service in order to achieve a clear direction for the activities of the organisation.

TIM HANNAGAN

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