

<<Generating and Susta>>

图书基本信息

书名：<<Generating and Sustaining Nonprofit Earned Income非赢利劳动收入的产生与持续>>

13位ISBN编号：9780787972387

10位ISBN编号：078797238X

出版时间：2004-4

出版时间：John Wiley & Sons Inc

作者：Oster, Sharon M. (EDT)/ Massarsky, Cynthia W. (EDT)/ Beinhacker, Samantha L. (EDT)/ Bradley, Bill (FRW)

页数：311

版权说明：本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问：<http://www.tushu007.com>

<<Generating and Susta>>

内容概要

"Bringing together the best experts in the business, *Generating and Sustaining Nonprofit Earned Income* offers up critical advice and insights to help even the most experienced social entrepreneurs improve upon enterprise performance; A critical addition to any practitioner resource library." —Jed Emerson, lecturer in business, Stanford Business School and senior fellow, William and Flora Hewlett Foundation, David and Lucile Packard Foundation "We live in a world that begs for the creation of new models of economic justice and opportunities. This book provides valuable information to support the efforts of nonprofit entrepreneurs to succeed in creating and operating ventures that are both sustainable and replicable while meeting economic and societal needs. Go for it!"—Ben Cohen and Jerry Greenfield, co-founders, Ben & Jerry's "Nonprofit ventures have few of the traditional supports that are available to other types of organizations. Straddling the for-profit and nonprofit cultures, they inhabit a world not officially recognized, where roadmaps do not exist. Life on the thin strip between one land and another is always a precarious existence, full of trials and tribulations, but also charged with opportunity. This book provides the best thinking to help nonprofits capitalize on that opportunity."—Bill Shore, chairman, Community Wealth Ventures In collaboration with the Yale School of Management-The Goldman Sachs Foundation Partnership on Nonprofit Ventures, this comprehensive guide identifies best practices for generating a reliable income stream and ultimately reducing nonprofit organizations' dependence on traditional sources of funding. Edited by renowned scholar and consultant Sharon Oster and Cynthia Massarsky and Samantha Beinhacker, deputy directors of The Partnership on Nonprofit Ventures, *Generating and Sustaining Nonprofit Earned Income: A Guide to Successful Enterprise Strategies* will teach readers sound business planning strategies that can significantly benefit their organization's internal capacity and financial health.

<<Generating and Sustaining>>

书籍目录

Tables, Figures, and ExhibitsForeword (Bill Bradley)Preface (Sharon M. Oster, Cynthia W. Massarsky, Samantha L. Beinhacker)AcknowledgementsThe EditorsThe ContributorsPART ONE: KEY ISSUES IN BUSINESS PLANNING FOR NONPROFIT ENTERPRISE 1. Putting Nonprofit Business Ventures in Perspective (J. Gregory Dees) 2. Building Organizational Capacity (Paul Connolly) 3. Leadership Strategies for Managing a Nonprofit Enterprise (Jeffrey A. Sonnenfeld and Maxwell L. Anderson) 4. Targeting the Market and Developing a Marketing Plan (Christopher Lovelock) 5. Pricing Goods and Services (Sharon M. Oster) 6. Legal and Tax Considerations (William H. Heritage Jr. and Timothy J. Orlebeke) 7. Nonprofit Ventures and Governance Issues (Katherine M. O'Regan)PART TWO: FINDING AND ATTRACTING CAPITAL 8. Securing Financial Capital (David Bornstein and The Goldman Sachs Foundation) 9. Pitching Your Venture (Amy Solas and Adam M. Blumenthal) 10. Forming Strategic Alliances (Richard Steckel) 11. Growing Your Business with a High-Engagement Funder (Kristin Majeska) 12. Supporting Nonprofit Enterprise in Emerging Markets (Lee Davis and Nicole Etchart)PART THREE: THE BUSINESS PLAN IN ACTION 13. Fundamentals of Implementation (Patricia Caesar and Thomas Baker) 14. Real World Challenges of Implementation (Kim Alter) 15. Deploying Resources Effectively (Dennis R. Young) 16. Using Performance Metrics to Assess Impact (Stephanie Bell-Rose) 17. Taking Your Venture to Scale (Rick Aubry)Index

版权说明

本站所提供下载的PDF图书仅提供预览和简介，请支持正版图书。

更多资源请访问:<http://www.tushu007.com>