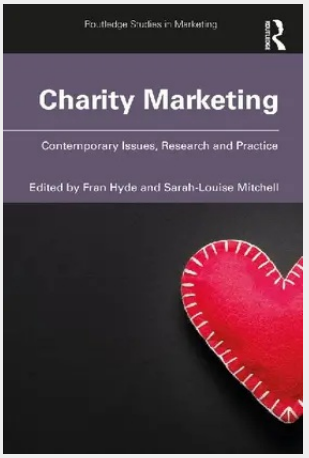
Hyde / Mitchell

Charity Marketing

Contemporary Issues, Research and Practice



Charities operate within an increasingly challenging environment, with competition for public engagement, funding and volunteers intensifying. High-profile scandals have knocked public trust and the recent Covid-19 pandemic has illustrated how important it is for charities to provide support in times of need and fill the gap left by inadequate public sector provision. Across 12 chapters a diverse group of academics and deep-thinking practitioners present contrasting perspectives and the latest thinking on the challenges within the charity sector. The approach of the book contributes to the growing phenomenon of Theory + Practice in Marketing (TPM) presenting different perspectives and theoretical lenses to stimulate debate and future research. Charity Marketing provides a bridge between the practice of contemporary nonprofit organisations, charity marketing and recent academic insight into the charity sector. Using exemplar case studies of nonprofit and charity brands, this edited volume will be of direct interest to students, academics, marketing practitioners and researchers studying and working in charities, public and nonprofit management, and marketing.

This book brings together leading scholars to rigorously explore the contemporary issues facing charity marketing, to challenge students and researchers to think about charity marketing in a way that is creative and impactful.

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