

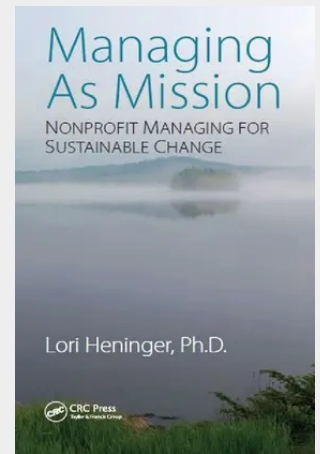
Heninger

Managing As Mission

Nonprofit Managing for Sustainable Change

Managing As Mission pushes the boundaries of what it means to be a nonprofit manager by making the case that managing, as a reflection of the organizational mission – the cornerstone of any nonprofit – can bring about the change nonprofits were created to achieve: a better world for all. This book contains real-world examples, interview excerpts from nonprofit managers and directors, and a series of self-reflection and organization-wide tools to develop managers and managing as a mirror of the mission. Themes within this book include: a discussion of the history of nonprofit missions; management tasks and approaches; aligning values; building working relationship and trust; and creating organizational structures and interactions that mirror the organizational mission. It is written in an informal first-person style, utilizing humor that will, hopefully, allow the reader to see themselves in the examples and stories.

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53,20 €

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Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781032096537

Medium: Buch

ISBN: 978-1-032-09653-7

Verlag: Productivity Press

Erscheinungstermin: 30.06.2021

Sprache(n): Englisch

Auflage: 1. Auflage 2021

Produktform: Kartoniert

Gewicht: 421 g

Seiten: 274

Format (B x H): 156 x 234 mm

