

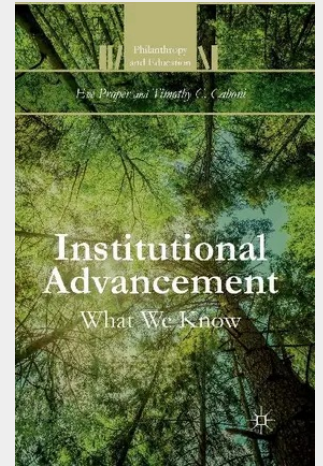
Proper / Caboni

Institutional Advancement

What We Know

Institutional Advancement comprehensively reviews and evaluates the published empirical research on advancement in higher education of the last 23 years, covering fundraising, alumni relations, public relations, marketing, and the role of institutional leadership in all of these.

Institutional Advancement comprehensively reviews and evaluates the published empirical research on advancement in higher education of the last 23 years, covering fundraising, alumni relations, public relations, marketing, and the role of institutional leadership in all of these.



53,49 €

49,99 € (zzgl. MwSt.)

Lieferfrist: bis zu 10 Tage

Artikelnummer: 9781349478705

Medium: Buch

ISBN: 978-1-349-47870-5

Verlag: Palgrave Macmillan

Erscheinungstermin: 04.12.2014

Sprache(n): Englisch

Auflage: 1. Auflage 2014

Serie: Philanthropy and Education

Produktform: Kartoniert

Gewicht: 3552 g

Seiten: 263

Format (B x H): 140 x 216 mm

