Nonprofit Marketing

VOLUME II
Nonprofit Marketing: Sectoral Applications

Edited by
Elizabeth Parsons, Pauline Maclaran and Mark Tadajewski

SAGE
Contents

Volume II
Nonprofit Marketing: Sectoral Applications

D. Social Marketing

20. Social Marketing: An Approach to Planned Social Change
   Philip Kotler and Gerald Zaltman 3


22. Identification and Classification of Problems Associated with
    Evaluating Social Marketing Efforts Paul J. Hensel and
    Alan J. Dubinsky 27

23. Social Marketing: Its Definition and Domain Alan R. Andreasen 40

24. What Is and What Is Not Social Marketing: The Challenge of
    Reviewing the Evidence Laura McDermott, Martine Stead and
    Gerard Hastings 53

E. Public Sector Marketing

25. Serving Public Needs through Nonprofit Organizations:
    Alternatives to Government Intervention Jacquelyn Hochban 63

26. Public Sector Marketing Is Different Charles W. Lamb, Jr. 82

27. Public Policy Marketing: Marketing Exchange in the Public
    Sector Hans Buurma 91

28. Marketing in the Public Sector: Towards a Typology of Public
    Services Angus Laing 105

29. Restoring Public Legitimacy to the Nonprofit Sector: A Survey
    Experiment Using Descriptions of Nonprofit Ownership
    Mark Schlesinger, Shannon Mitchell and Bradford Gray 123

F. Arts Marketing

30. Marketing the Fine and Performing Arts: What Has Marketing
    Done for the Arts Lately? Edward G. Thomas and Bob D. Cutler 161

31. Crisis in the Arts: The Marketing Response
    Joanne Scheff and Philip Kotler 176

33. Entrepreneurship and Leadership in Marketing the Arts François Colbert 211

G. Political Marketing

34. The Marketing of Political Candidates Avraham Shama 225
35. Marketing the Political Product David M. Reid 236
37. Political Marketing – Vive La Différence! Andrew Lock and Phil Harris 265

H. Charity Marketing

39. Charitable Giving by Individuals: A Study of Attitudes and Practice Alan Radley and Marie Kennedy 299
40. Market Orientation among Small to Medium Sized UK Charitable Organisations: Implications for Fund-Raising Performance Roger Bennett 320
41. Brand Orientation in the Charity Sector: A Framework for Discussion and Research Philippa Hankinson 331
42. Charity Retail: Past, Present and Future Elizabeth Parsons 344