



Marketing Research for Non-profit, Community and Creative Organizations

Bonita Kolb

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'Marketing Research for Non-profit, Community and Creative Organizations' is a comprehensive guide to conducting research methods within the non-profit sector. Highly practical, the purpose of the book is two-fold. Firstly, it aims to educate the readers on how research can be utilized to help their organization reach its goals. Secondly, it shows how to conduct different methods of research, including focus groups, interviews, projective techniques, observations and surveys, and how to use the findings of these to improve products, target customers and develop effective promotions.

Concise and well-structured, the text provides a step-by-step process to help the reader understand and apply the various research methodologies.

'Marketing Research for Non-profit, Community and Creative Organizations' is designed for students and will also be invaluable for managers working within non-profit or creative environments.

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