



Managing Nonprofit Organizations

By Mary Tschirhart, Wolfgang Bielefeld

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This essential resource offers an overall understanding of nonprofits based on both the academic literature and practitioner experience. It shows how to lead, manage, govern, and structure effective and ethical nonprofit organizations. *Managing Nonprofit Organizations* reveals what it takes to be entrepreneurial and collaborative, formulate successful strategies, assess performance, manage change, acquire resources, be a responsible financial steward, and design and implement solid marketing and communication plans.

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—**Richard Brewster**, executive director, National Center on Nonprofit Enterprise, Virginia Tech University

"*Managing Nonprofit Organizations* presents a comprehensive treatment of this important topic. The book satisfies the competencies and curriculum guidelines developed by NASPAA and by NACC and would be ideal for instruction. The book maintains its commitment to informing management and leadership throughout the nonprofit sector."

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"This is an important book, written by two of the leading scholars in the nonprofit studies field. Nonprofit managers, board members, funders, educators,

and others will find *Managing Nonprofit Organizations* extremely valuable."
—**Michael O'Neill**, professor of nonprofit management, University of San Francisco

"Here's the book that my students have been asking for—just the right mix of theory presentation, research findings, and practical suggestions to serve the thoughtful nonprofit management practitioner. It will inform, instruct, and ultimately, inspire."

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Editorial Review

About the Author

Mary Tschirhart is a professor in the School of Public and International Affairs and director of the Institute for Nonprofit Research, Education, and Engagement at North Carolina State University.

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