



# Managing Nonprofit Organizations

*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.

"*Managing Nonprofit Organizations* is the only introductory text on this subject that manages to do three critical things equally well: It's comprehensive, covering all the key topics leaders of NPOs need to know about; it's practical, providing lots of examples, case incidents, and experiential exercises that connect the content to the real world; and, best of all (and most unique compared to others), it's research-based, drawing on the latest and best empirical studies that look into what works and doesn't work in the world of nonprofit management."

—**Vic Murray**, professor, School of Public Administration, University of Victoria

"This book is a rarity—a text that can be used both as the focus for academic study and as a source of stimulating ideas for those practitioners who want to explore theories about management and how they can be applied so they can do a better job. Tschirhart and Bielefeld have explained all aspects of nonprofit management and leadership in a way that will stimulate as well as inform."

—**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."

—**Jeffrey L. Brudney**, Albert A. Levin Chair of Urban Studies and Public Service, Cleveland State University

"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."

—**Rikki Abzug**, professor of management, Anisfield School of Business, Ramapo College

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