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Managing a Nonprofit Organization: Updated Twenty-First-Century Edition

Thomas Wolf

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Managing a Nonprofit Organization: Updated Twenty-First-Century Edition Thomas Wolf **MANAGING A NONPROFIT ORGANIZATION** has been an essential resource for nonprofit administrators, managers, and business professors since 1984. It is a classic in its field. But much has changed since it was last updated in 1999, as the United States reels from political, economic, and demographic shifts, all of which impact nonprofit organizations every day. In the current economy, nonprofits are trying to make ends meet. They are responding to technological innovation in the age of social media and viral marketing. Nonprofit administrators, trustees, and volunteers need Thomas Wolf's solid advice now more than ever. So do the many college and university students preparing for work in the nonprofit arena.

Dr. Wolf's update of *Managing a Nonprofit Organization* includes material that tackles the demands and challenges faced by nonprofit managers as a result of the legislative and policy changes enacted after 9/11 and in the wake of the economic collapse of 2008. Highlighting the generational issues facing many nonprofits, as current management ages and a younger generation prepares to take the reins, Dr. Wolf suggests ways for organizations to best manage these transitions and adapt to a rapidly changing world. In easy-to-understand language and with study questions at the end of each chapter, Dr. Wolf explains how to cope with all the changes, giving you everything you need to know to be a highly successful nonprofit leader.

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