Strategic Orientation in the Nonprofit Arts. Edition No. 1

Description: Management studies in nonprofit arts have been a stepchild of business research. Strategic marketing issues involved in managing nonprofit arts organizations have received limited attention. In the hope to fill in some of this gap, this research explores the relationship between market orientation and organizational performance from a multiple stakeholder perspective. Inspired by the view that nonprofit organizations deliver services that satisfy individual and societal needs, this research sets out to investigate the implications of stakeholder concept on strategic management in the US nonprofit performing arts context. A key postulate central to the argument is that strategic orientation in the nonprofit arts setting is inherent in a stakeholder environment. An organization's sustainability significantly depends on its capability to align with stakeholders interests and to adapt its strategic behaviors in the same regard.

Ordering:

Order Online - http://www.researchandmarkets.com/reports/1902883/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit
http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct.

Product Name: Strategic Orientation in the Nonprofit Arts. Edition No. 1
Web Address: http://www.researchandmarkets.com/reports/1902883/
Office Code: SC6IYEBV

Product Format
Please select the product format and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
<th>USD 56 + USD 29 Shipping/Handling</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hard Copy</td>
<td></td>
</tr>
<tr>
<td>(Paper back)</td>
<td></td>
</tr>
</tbody>
</table>

* Shipping/Handling is only charged once per order.

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: Mr □ Mrs □ Dr □ Miss □ Ms □ Prof □
First Name: ____________________________________________ Last Name: ____________________________
Email Address: * _______________________________________
Job Title: _____________________________________________
Organisation: __________________________________________
Address: _______________________________________________
City: ___________________________________________________
Postal / Zip Code: _______________________________________
Country: ________________________________________________
Phone Number: __________________________________________
Fax Number: ____________________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World