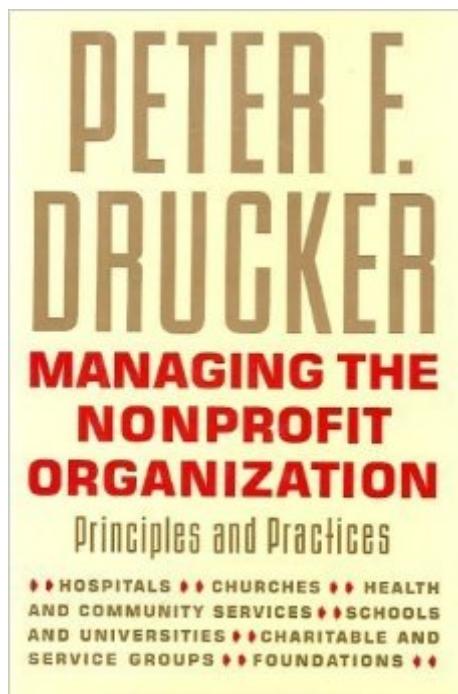


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# Managing The Nonprofit Organization: Principles And Practices



## **Synopsis**

Here Peter Drucker answers vital questions about hospital administration as he presents clearly and directly the tasks, responsibilities and practices that must be followed to run these organizations successfully.

## **Book Information**

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## **Customer Reviews**

As usual Peter Drucker has come up with an enlightening piece of management theory. This book is for anyone entering the world of non-profit. Mr. Drucker details the unique motivations of the non-profit organization and explains the management methods necessary to navigate this organization type. Another great work by Drucker. Even if you are not in the non-profit world I recommend that you read this.

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Non-profit institutions, the agents of human change, have moved from the margins to the center of American society because government has limited ability to perform social tasks. As non-profits are the nation's biggest "employer" when considering the numbers of hours contributed by volunteers they need good management. There is not much material available to help non-profit leaders and management with such areas as mission, strategy, organization, marketing, raising money, innovation, use of volunteers and human resources, the role of the board, and relationships with a diversity of constituencies. This lack of material combined with high levels of commitment may contribute to the high rate of burnout. Although non-profit institutions have been America's resounding success and growth industry over the last fifty years they still receive only 2-3% of GNP while the share for medicine and education has increased several times. Drucker considers the first task ahead for non-profits to be the conversion of "donors" into "contributors." Contributing time to a non-profit gives people a sense of community, purpose, direction and the ability to perform and achieve. But most non-profits still have to learn this. This book therefore sets out to do two things: provide advice from the business world appropriate to the non-profit and, through interviews with distinguished non-profit performers, show what can and should be done. The book has five sections, the first being "The Mission Comes First: and your role as a leader." I provide a few snippets that were particularly meaningful to me. Some mission statements work while others don't work, the ultimate test being right action.

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