

Strategic Research and Political Communication for NGOs: Initiating Policy Change

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✓ Verified Book of Strategic Research and Political Communication for NGOs: Initiating Policy Change

Summary:

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This unique and easy-to-use book offers a new paradigm to NGO managers in effecting policy change. Introducing corporate research and strategy tools such as market and organizational analysis, it goes on to apply these to case studies to exemplify the remarkable similarities between the NGO sector and the for-profit sector. Drawing on principles of corporate governance, the author presents a clear, step-by-step, hands-on approach to positioning one's cause effectively with stakeholders, policy-makers, media and the general public.

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