

Marketing d'impresa sociale (Italian Edition)

Adolfo Fuser



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Metodo, tecniche ed esperienze al servizio del terzo settore. Un libro di taglio pratico, di semplice e rapida consultazione che inaugura una discontinuità con il tradizionale modello di pianificazione strategica e di azione di marketing nel non profit, per accompagnare l'impresa sociale nella transizione dal terzismo di sevizio al management di servizio, intercettando le opportunità di un'azione di rete.

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