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Écrit par des spécialistes du secteur, cet ouvrage de référence présente l'ensemble des outils marketing et de communication pour professionnaliser une association, lui permettre d'atteindre ses objectifs et de se développer dans le temps. Il est fondé sur les recherches récentes en management associatif, ainsi que sur les retours d'expériences de nombreux acteurs du domaine.

Cette 3<sup>e</sup> édition, qui consacre un nouveau chapitre au digital et présente le marketing social, s'adresse à toutes les personnes impliquées dans le milieu associatif (managers d'associations, bénévoles, prestataires de services, entreprises mécènes...) et aux étudiants qui souhaitent se spécialiser dans le domaine.

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# Marketing Et Communication Des Associations E Eacuted Marketing Sectoriel

**Clifford Lane**



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