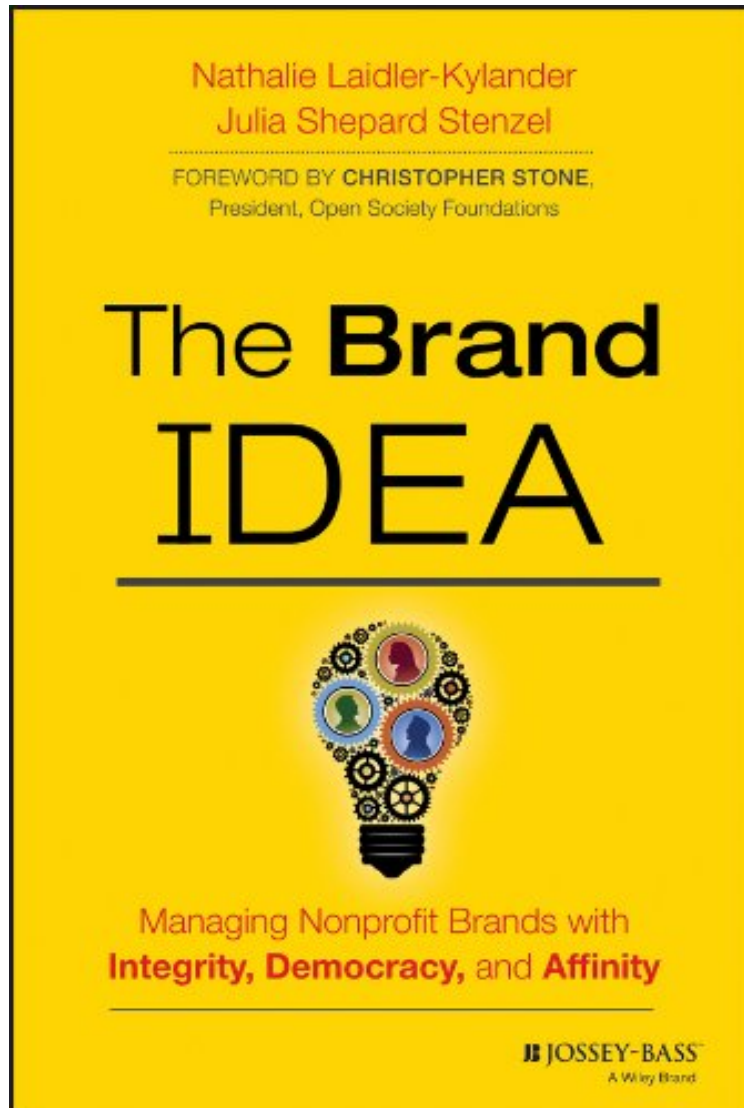


# The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity

*Nathalie Laidler-Kylander, Julia Shepard Stenzel*  
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**Nathalie Laidler-Kylander, Julia Shepard Stenzel : The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity** before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity:

5 of 5 people found the following review helpful. Executive directors and board members: you need to read this book. By Peter Harris. As a marketing professional venturing into the world of nonprofits for the first time, this is an invaluable resource. Laidler-Kylander introduces existing for-profit concepts, identifies differences between for-profits and nonprofits, and lays out a strong case for why and how nonprofits should invest time, energy, and money to

develop their brands. The IDEA approach is based on practical, real world experience, and, though the author is an academic, the book is relatively easy to read (an important consideration when recommending to busy executive directors). There is almost always a learning curve in working with new clients. This book will make my job a whole lot easier. 0 of 0 people found the following review helpful. Case study after case study, I saw my own organization in this book. By Kindle Customer As the director of a small non-profit this book allowed me to survey stakeholders and interview key employees with simple tools. While it is full of case studies, it is also full of useful, real world applications that forced me to think along the six principals outlined in the book. 0 of 0 people found the following review helpful. has written excellent book based on research she and her fellow author ... By Querencia Kylander, who teaches at Harvard, has written excellent book based on research she and her fellow author conducted. Her message is that today's brand informs and communicates your strategic mission. The keys are "Integrity, Democracy, and Affinity." She also wrote several articles on the nonprofit brand based on the research for the book for the Stanford Innovation Review, which are available online. Excellent book! The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity

Offering a new framework for nonprofit brand management, this book presents the Brand IDEA (Integrity, Democracy, and Affinity). The framework eschews traditional, outdated brand tenets of control and competition largely adopted from the private sector, in favor of a strategic approach centered on the mission and based on a participatory process, shared values, and the development of key partnerships. The results are nonprofit brands that create organizational cohesion and generate trust in order to build capacity and drive social impact. The book explores in detail how nonprofit organizations worldwide are developing and implementing new ways of thinking about and managing their organizational brands.

From the Inside Flap A growing number of nonprofit organizations are exploring the wider, strategic roles that brands can play; driving broad, long-term social goals, while strengthening organizational identity, cohesion, and capacity. Laidler-Kylander and Stenzel present a new framework for nonprofit brand management which they have termed the brand IDEA (Integrity, Democracy, and Affinity). The model eschews traditional, outdated brand tenets of control and competition in favor of a more strategic, sector-centric approach that is anchored in the mission, based on participatory processes, and promotes clarity and collaboration. Written for nonprofit leaders, managers and staff, board members, professors and students in nonprofit management, and executive education programs, this important resource shows how all nonprofits can increase their impact by tapping into the power of the brand IDEA. From the Back Cover Praise for The Brand IDEA "There can't be any question of whether the concept of 'brand' is important for a nonprofit. This book has a wealth of ideas about how you can build your brand more systematically and strategically." — Herman B. Leonard, Eliot I. Snider and Family Professor of Business Administration, Harvard Business School (HBS), and cochair, HBS Social Enterprise Initiative "Every nonprofit leader should read this book. The Brand IDEA provides insight, real-world examples, and practical advice about the important role that brand plays, not only among external constituents, but among internal ones as well." — Eric Nee, managing editor, Stanford Social Innovation "This book has frameworks, examples, and tips to help all nonprofit organizations build stronger brands that will enhance their capacity and strengthen impact." — Beth Canter, coauthor, The Networked Nonprofit, and author of Beth's Blog About the Author Nathalie Laidler-Kylander teaches graduate level and executive education courses in management, leadership, and marketing at Harvard's Kennedy School and Tufts' Fletcher School. She has been researching and writing about nonprofit brands for over a decade. Julia Shepard Stenzel is a consultant who works with nonprofits on strategy and management systems. She is also an active nonprofit board member. For more information, please visit [www.nonprofitbrandidea.com](http://www.nonprofitbrandidea.com)