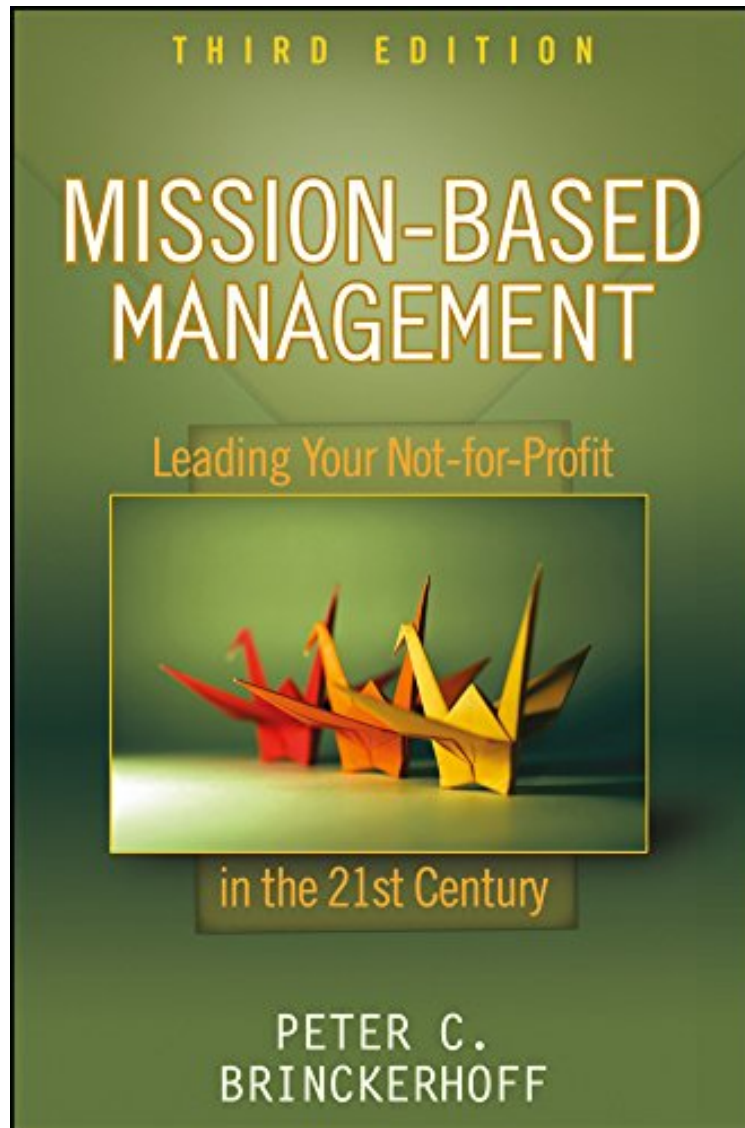


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## **Mission-Based Management: Leading Your Not-for-Profit In the 21st Century (Wiley Nonprofit Law, Finance and Management Series)**

*Peter C. Brinckerhoff*

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**Peter C. Brinckerhoff : Mission-Based Management: Leading Your Not-for-Profit In the 21st Century (Wiley Nonprofit Law, Finance and Management Series)** before purchasing it in order to gage whether or not it would be worth my time, and all praised Mission-Based Management: Leading Your Not-for-Profit In the 21st Century (Wiley Nonprofit Law, Finance and Management Series):

7 of 7 people found the following review helpful. Stacy NOPBy R. StacyMission-Based Management: Leading Your Not-for-Profit In the 21st Century (Wiley Nonprofit Law, Finance and Management Series) I just completed this book and am recommending it to all officers, directors and others associated with not-for-profit organizations that I associate with. I have read a variety of books on the subject and find Brinkerhoff's by far the most helpful from a hands-on, best practices point of view. He needs to develop material regarding the recommendation for yearly audits in small NOPs that really cannot afford the practice, no matter how desirable, but the book is overall so good, I still think it deserves a very high rating.5 of 8 people found the following review helpful. A Must for Non-Profit ManagersBy Sari R. RevkinThis book is a practice, no-nonsense guide to running a not-for-profit organization. I have been involved in not-for-profit organizations both as an executive director, chairperson, and consultant for over 20 years and still learned a great deal from this book. The writer focuses on 'mission' in the organization but goes much further in relating it to the every day operation and management of the organization including: board function, managing people, technology, social entrepreneurship and more. It is a straight forward, practice, and filled with answers to some of the more complex questions in running a not-for-profit. The chapter on the role of the board of a not-for-profit was especially helpful. I passed it on to an organization's new chairperson and it helped her in clarifying her role as board chair, and how to bring in and orient new board members. The book discusses the responsibility of the not-for-profit to to make money, outlining the fiscal responsibility of the director and board. It touches on the issue of setting up a profit making arm of a non-profit, and the important, yet complex relationship between the a not-for-profit and government. This book is a must for new directors and administrators in the not-for-profit world and important reading for those who have been in the not-for-profit world for years. I borrowed a copy from a friend and wanted a copy for my own library.0 of 0 people found the following review helpful. If you are remotely involved in the nonprofit world this is a great book. By Jerry BI had to read this book for a class that I am taking and I have been truly enlighten. This book is the nuts and bolts of nonprofits. This is a must read for every Executive Director and board member.

The only nonprofit management book you must have-in an exciting new edition As a nonprofit manager, you have to be more effective and more efficient than ever to win funding and support to ensure your organization pursues its mission, meets community needs, and maintains its budget, while juggling the demands of funders, clientele, boards, staff, and community. This Third Edition of Mission-Based Management provides comprehensive, hands-on guidance that addresses your unique concerns as a nonprofit manager and policy-maker Addresses the effects of SOX, organizational transparency, new technologies, technology planning, and marketing in today's environment Is written by a nationally recognized expert who has trained thousands of nonprofit managers in hundreds of seminars on the best practices in nonprofit management Includes in each chapter a recap and a list of questions for group discussion More than ever before, as a nonprofit manager, you want and need practical guidance on how to do your job and run your organization more effectively and efficiently. And more than ever before, Mission-Based Management, Third Edition provides the definitive answer.

From the Inside FlapMISSION-BASED MANAGEMENT Leading Your Not-for-Profit in the 21st Century THIRD EDITION It is a fascinating and exciting time to be in the nonprofit world. There are more challenges, more opportunities, and more ways to respond to the increasing community needs that are at your door. As a nation and as a planet, nonprofits are necessary more than ever. You want to take your mission to a new level and Mission-Based Management, Third Edition will help you, your board, and your staff get there. This significantly updated edition of this classic expands on the invaluable hows and whys of not-for-profit empowerment covered in the Second Edition to offer highly effective new ideas and new criteria for success in today's increasingly competitive nonprofit terrain. This Third Edition of Mission-Based Management provides comprehensive, hands-on guidance, addressing: The unique concerns of today's managers in nonprofit organizations A refreshed set of priorities for the mission-based manager Revised characteristics of a successful mission-based organization Updated predictions for the next ten years A new chapter on ethics, accountability, and transparency addressing organizational transparency, the effects of the Sarbanes-Oxley Act, new technologies, technology planning, and disaster planning Updated discussion questions at the end of each chapter, allowing you to generate better conversations with your staff and board about which parts of the book most apply to your organization's unique needs As a leader of a twenty-first century nonprofit, you have to concern yourself with many differing and conflicting needs and demands, those of your funders, the people you serve, your board, staff, community, and peers. Mission-Based Management, Third Edition reveals how top-quality not-for-profits really run and how to ensure that your organization is one of the ones that works, both this year and throughout the twenty-first century. From the Back Cover Praise for MISSION-BASED MANAGEMENT Leading Your Not-for-Profit in the 21st Century THIRD EDITION "Peter really nailed it this time! This timely, practical, and comprehensive guide on leading and managing not-for-profits should be mandatory reading in every business school across the nation and is a must-read for every nonprofit executive." mdash; Deborah Atkinson, AVP, NISH | Learning and Performance Excellence "Mission-Based Management continues to be the platform for great management thought and execution. It is the 'why' and 'how' a not-for-profit organization should use in these uncertain times. A great update to a classic."

mdash;Ray Bishop, President, Goodwill Industries of North Georgia "Nonprofit leadership demands constant vigilance and recognition that the best ways to govern and manage may, and probably will, change over time. Mission-Based Management, Third Edition retains its earlier emphasis on the most important aspect of nonprofit leadershipmdash;remaining focused on the missionmdash;while providing both practical and new advice for board and staff leaders. In his easy-to-understand style, Brinckerhoff has written a true reference book!" mdash;Cheryl Taylor, President Foellinger Foundation "Mission-Based Management is a timely and essential must-read for today's nonprofit managers. Brinckerhoff focuses with laser-sharp precision on the key essentials of nonprofit management while using practical examples that reflect the challenges of today's environment." mdash;Kristen J. McCormack, Faculty Director, Public and Nonprofit Management Program and Institute for Nonprofit Management and Leadership, Boston University School of Management

**NOW IN AN EXCITING NEW EDITION, THE ONE BOOK EVERY NONPROFIT LEADER MUST HAVE** Written by a nationally recognized expert on improving the management of nonprofit organizations who has trained thousands of people in hundreds of seminars on best practices in nonprofit management, this hands-on guide to managing nonprofit organizations uses standard business techniques, while at the same time addressing your unique challenges in managing a nonprofit organization.

About the Author Peter C. Brinckerhoff is an internationally renowned trainer, author, and consultant to nonprofit organizations. He brings years of experience in the field to his work, as he is a former board member of local, state, and national not-for-profits, and has worked on the staff and as executive director of two regional not-for-profits. Since founding his consulting firm, Corporate Alternatives, in 1982, Mr. Brinckerhoff has helped thousands of organizations become more mission-capable. He is the award-winning author of Mission-Based Management, Third Edition; Social Entrepreneurship; Mission-Based Marketing, Second Edition; and Faith-Based Management, all published by Wiley.