



Strategic Management in the Third Sector

By Roger Courtney

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Strategic Management in the Third Sector By Roger Courtney

Drawing on the unique academic and professional experience of its author, *Strategic Management in the Third Sector* provides a comprehensive introduction to the strategic development of voluntary, community and social enterprise organisations. Roger Courtney introduces students to the different ways of thinking about a third sector organisation and its external environment, including strategic thinking and analysis, and strategy formulation and implementation.

Key Features:

- Comprehensive case study coverage, focusing on a wide variety of non-profit organisations
- Provides genuine insight into the practical implications of managing in the third sector
- Identifies a wide range of strategic models and tools that are of value to the development of third sector organisations
- Considers the latest developments in social enterprise
- Written by a leading expert in the field

Strategic Management in the 3rd Sector is an essential text for all students of voluntary and third sector management, charity and social enterprise management, voluntary sector studies, charity management and public service management.

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Editorial Review

Review

"Roger Courtney has delivered a superb text which will be vital for all courses looking at strategic management issues in charities and other third sector organisations. Students have been waiting years for something like this."

- **Professor Gareth Morgan, Sheffield Hallam University, UK**

"The book provides a detailed and thought provoking analysis of the extent to which voluntary sector organizations can effectively implement strategic management practices within their workplaces. The text provides an excellent practical guide to students, academics, theorists and practitioners in exploring how strategic management techniques can enable voluntary sector organisations to fulfill their aims and objectives."

- **Tristan Callaghan, St Mary's College Twickenham, UK**

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'Roger Courtney's book is a key text for students of strategy in the voluntary or third sector. This welcome book is backed up with a wide range of up-dated examples and case studies from current practice. A succinct, easy to read summary of the key principles and theories relating to strategic management in the sector.' - **Dr. Peter Grant, Lecturer in Voluntary Sector Management, City University, UK**

'Courtney has furnished a much needed book which examines strategy in the third sector. It brings together a wide range of literature and will be an invaluable resource for both researchers and teachers.' - **Professor Alex Murdock, Centre for Government and Charity Management, London South Bank University, UK**

From the Back Cover

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