



Strategic Research and Political Communication for NGOs

By Accenture Foundation, School of Communication Management, and The Banyan

Sage Publications, New Delhi, India, 2009. Paperback. Book Condition: New. First Edition. This unique and easy-to-use book offers a new paradigm to NGO managers in effecting policy change. Introducing corporate research and strategy tools such as market and organizational analysis, it goes on to apply these to case studies to exemplify the remarkable similarities between the NGO sector and the for-profit sector. Drawing on principles of corporate governance, the author presents a clear, step-by-step, hands-on approach to positioning ones cause effectively with stakeholders, policy-makers, media and the general public. By recognizing the role of communication in the 21st century, the book emphasizes the importance of effectively using new channels and interfaces of digital communication (such as online social networking sites) to generate and maintain visibility, mobilize campaigns and initiate policy change. With illustrative examples of Best Practice based on case studies of Indian and International NGOs, this book is an essential read for NGO managers and communication programme officers, social work administrators and other professionals engaged in the field of social work. Printed Pages: 208.



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