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Integrity, Democracy, And Affinity By Julia Shepard
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speaks to Forbes about her new book *The Brand IDEA: Managing Nonprofit Brands* with Integrity, Democracy and Affinity, Julia Shepard Stenzel

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Feb 29, 2012 at Harvard University's John F. Kennedy School of Government and a research fellow at Harvard's Hauser Center for Nonprofit Organizations.

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The Brand Idea Managing Nonprofit Brands With Integrity Democracy And Affinity By Laidler Kylander Nathalie Stenzel Julia Shepard 2014 Hardcover

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Julia Shepard Stenzel is a consultant and writer who works with nonprofits. She is a co-author of The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy

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Julia shepard stenzel (author of the brand idea)

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Beyond brand identity to nonprofit brand

If you feel as though you d benefit from deepening your nonprofit brand management or brand strategy knowledge, The Brand Idea is a compelling read.

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THE BRAND IDEA Managing Nonprofit Brands with integrity, Democracy, and Affinity NATHALIE LAIDLER-KYLANDER AND JULIA SHEPARD STENZEL Foreword by Christopher Stone

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She is the co-author of The Brand Idea, which offers a The brand in a non-profit and in a foundation Effective brand management is a mindset that starts

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