

《罗宾逊营销》

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内容概要

Katya Andresen, a veteran marketer and nonprofit professional, demystifies winning marketing campaigns by reducing them to ten essential rules and provides entertaining examples and simple steps for applying the rules ethically and effectively to good causes of all kinds. The Robin Hood rules steal from the winning formulas for selling socks, cigarettes, and even mattresses, with good advice for appealing to your audiences' values, not your own; developing a strong, competitive stance; and injecting into every message four key elements that compel people to take notice. Andresen, who is also a former journalist, also reveals the best route to courting her former colleagues in the media and getting your message into their reporting. Katya Andresen is Vice President of Marketing at the charitable giving portal Network for Good, which was founded by AOL, Yahoo! and Cisco. Before joining Network for Good, she was Senior Vice President of Sutton Group, a marketing and communications firm supporting non-profits, government agencies, and foundations working for the social good. Previously she was a marketing consultant overseas, promoting causes ranging from civil society in Ukraine to ecotourism in Madagascar. She also worked for CARE International. She has trained hundreds of causes in effective marketing and media relations, and her marketing materials for non-profits have won national and international awards. In addition to writing *Robin Hood Marketing: Stealing Corporate Savvy to Sell Just Causes*, Katya was featured in the e-book, *Nine Minds of Marketing*. She is also a co-author of a chapter in the book, *People to People Fundraising - Social Networking and Web 2.0 for Charities*. *Fundraising Success Magazine* named her Fundraising Professional of the Year in 2007. Katya traces her passion for good causes to the enormous social need she witnessed as a journalist prior to her work in the non-profit sector. She was a foreign correspondent for Reuters News and Television in Asia and for Associated Press, the San Francisco Chronicle and the Dallas Morning News in Africa. She has a bachelor's degree in history from Haverford College. Visit her blog to learn more... <http://www.nonprofitmarketingblog.com/>

From the Inside Flap

How do you motivate people to give money, take action, or otherwise advance your worthy cause? The answer is marketing, and whether you're a nonprofit executive or a PTA volunteer, *Robin Hood Marketing* shows you how to sell your mission as successfully as the great marketing minds of corporate America sell their products. Katya Andresen, a veteran marketer and nonprofit professional, demystifies winning marketing campaigns by reducing them to ten essential rules and provides entertaining examples and simple steps for applying the rules ethically and effectively to good causes of all kinds. The Robin Hood rules steal from the winning formulas for selling socks, cigarettes, and even mattresses, with good advice for appealing to your audiences' values, not your own; developing a strong, competitive stance; and injecting into every message four key elements that compel people to take notice. Andresen, who is a former journalist, also reveals the best route to courting her former colleagues in the media and getting your message into their reporting. Whether you have a big marketing budget or none at all, *Robin Hood Marketing* will help send your message straight as an arrow into people's hearts and minds. They'll be convinced to act and your cause will be poised for unprecedented success.

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