



Contents

Preface	viii
Introduction	xiii
Acknowledgments	xxvii
CHAPTER 1 Redefining Boundaries	1
CHAPTER 2 The Need for a New Mind-Set	25
CHAPTER 3 The Tip of the Iceberg	49
CHAPTER 4 Doing What Matters for Customers, Donors, and Volunteers	75
CHAPTER 5 The Mind of the Nonprofit Strategist	97
CHAPTER 6 Five Critical Issues: First, Know Where You Are Going; Second, Know How You Are Going to Get There	117
CHAPTER 7 Integration and Communication: Issues Three and Four Continued	143
CHAPTER 8 The Fifth Issue: Creating the Cultural Tapestry	167
Afterword	191
Index	193