



ManagingNonprofits.org: Dynamic Management for the Digital Age (Wiley Nonprofit Law, Finance and Management Series)

Ben Hecht, Rey Ramsey

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Nonprofit managers have been slow to embrace the digital age. Although technology has transformed the face of the for-profit sector and how it operates, nonprofit use of technology to improve internal functioning and to change the way services are delivered is almost nonexistent. These limitations actually have opened the door for for-profits to "compete" successfully for traditional nonprofit business, such as moving people from welfare to work.

ManagingNonprofits.org is both a call to action and a roadmap for change. Each chapter defines an element of Dynamic Management and identifies "digital hotspots" or places within that element, and the nonprofit's implementation of that element, where digital issues will most likely arise and need to be addressed. In addition, at the end of each chapter, Maxims of Dynamic Management or core truths that the authors have found helpful to follow in their day-to-day experience as nonprofit leaders in bringing Dynamic Management to their organization are provided. Finally, the authors highlight the experience of various nonprofit and for-profit organizations that have successfully made elements of Dynamic Management a reality in their organizations.



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