

Title of Article: Non-profit Marketing: Synthesis of Application.

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Abstract: Contemporary developments indicate that the more globalized the world becomes; the more marketing thoughts pervade all spheres of human endeavours. The customary frontiers of marketing (the profit-based organizations) have now been extended to include nonprofit organizations since the application of marketing techniques in their quest for survival is undeniable. This study is therefore an attempt at establishing the indispensability of marketing in the activities of nonprofit organizations (there after NPOs), and to show how lapses can be made up where they so exist.