



# The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity

By Nathalie Laidler-Kylander, Julia Shepard Stenzel



## The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity By Nathalie Laidler-Kylander, Julia Shepard Stenzel

Offering a new framework for nonprofit brand management, this book presents the Brand IDEA (Integrity, Democracy, and Affinity). The framework eschews traditional, outdated brand tenets of control and competition largely adopted from the private sector, in favor of a strategic approach centered on the mission and based on a participatory process, shared values, and the development of key partnerships. The results are nonprofit brands that create organizational cohesion and generate trust in order to build capacity and drive social impact. The book explores in detail how nonprofit organizations worldwide are developing and implementing new ways of thinking about and managing their organizational brands.

 [Download The Brand IDEA: Managing Nonprofit Brands with Int ...pdf](#)

 [Read Online The Brand IDEA: Managing Nonprofit Brands with I ...pdf](#)

# The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity

By Nathalie Laidler-Kylander, Julia Shepard Stenzel

**The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity** By Nathalie Laidler-Kylander, Julia Shepard Stenzel

Offering a new framework for nonprofit brand management, this book presents the Brand IDEA (Integrity, Democracy, and Affinity). The framework eschews traditional, outdated brand tenets of control and competition largely adopted from the private sector, in favor of a strategic approach centered on the mission and based on a participatory process, shared values, and the development of key partnerships. The results are nonprofit brands that create organizational cohesion and generate trust in order to build capacity and drive social impact. The book explores in detail how nonprofit organizations worldwide are developing and implementing new ways of thinking about and managing their organizational brands.

**The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity** By Nathalie Laidler-Kylander, Julia Shepard Stenzel Bibliography

- Sales Rank: #456568 in Books
- Brand: imusti
- Published on: 2013-11-18
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x .90" w x 6.30" l, 1.00 pounds
- Binding: Hardcover
- 240 pages

 [Download The Brand IDEA: Managing Nonprofit Brands with Int ...pdf](#)

 [Read Online The Brand IDEA: Managing Nonprofit Brands with I ...pdf](#)

## Download and Read Free Online *The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity* By Nathalie Laidler-Kylander, Julia Shepard Stenzel

---

### Editorial Review

#### From the Inside Flap

A growing number of nonprofit organizations are exploring the wider, strategic roles that brands can play—driving broad, long-term social goals, while strengthening organizational identity, cohesion, and capacity. Laidler-Kylander and Stenzel present a new framework for nonprofit brand management which they have termed the *brand IDEA* (Integrity, Democracy, and Affinity). The model eschews traditional, outdated brand tenets of control and competition in favor of a more strategic, sector-centric approach that is anchored in the mission, based on participatory processes, and promotes clarity and collaboration. Written for nonprofit leaders, managers and staff, board members, professors and students in nonprofit management, and executive education programs, this important resource shows how all nonprofits can increase their impact by tapping into the power of the brand IDEA.

#### From the Back Cover

#### Praise for *The Brand IDEA*

"There can't be any question of whether the concept of 'brand' is important for a nonprofit. This book has a wealth of ideas about how you can build your brand more systematically and strategically."

—**Herman B. Leonard**, Eliot I. Snider and Family Professor of Business Administration, Harvard Business School (HBS), and cochair, HBS Social Enterprise Initiative

"Every nonprofit leader should read this book. *The Brand IDEA* provides insight, real-world examples, and practical advice about the important role that brand plays, not only among external constituents, but among internal ones as well."

—**Eric Nee**, managing editor, *Stanford Social Innovation Review*

"This book has frameworks, examples, and tips to help all nonprofit organizations build stronger brands that will enhance their capacity and strengthen impact."

—**Beth Canter**, coauthor, *The Networked Nonprofit*, and author of Beth's Blog

#### About the Author

**Nathalie Laidler-Kylander** teaches graduate level and executive education courses in management, leadership, and marketing at Harvard's Kennedy School and Tufts' Fletcher School. She has been researching and writing about nonprofit brands for over a decade.

**Julia Shepard Stenzel** is a consultant who works with nonprofits on strategy and management systems. She is also an active nonprofit board member.

For more information, please visit [www.nonprofitbrandidea.com](http://www.nonprofitbrandidea.com)

## Users Review

### From reader reviews:

#### Sybil Davis:

Throughout other case, little persons like to read book The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity. You can choose the best book if you love reading a book. Providing we know about how is important a book The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity. You can add expertise and of course you can around the world by the book. Absolutely right, because from book you can know everything! From your country till foreign or abroad you will find yourself known. About simple thing until wonderful thing you can know that. In this era, we can open a book or perhaps searching by internet system. It is called e-book. You need to use it when you feel weary to go to the library. Let's go through.

#### Sandy Holiday:

Do you among people who can't read pleasurable if the sentence chained in the straightway, hold on guys that aren't like that. This The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity book is readable simply by you who hate the straight word style. You will find the data here are arrange for enjoyable studying experience without leaving also decrease the knowledge that want to deliver to you. The writer involving The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity content conveys prospect easily to understand by lots of people. The printed and e-book are not different in the content but it just different such as it. So , do you nonetheless thinking The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity is not loveable to be your top listing reading book?

#### Gregory Phipps:

In this era globalization it is important to someone to acquire information. The information will make a professional understand the condition of the world. The health of the world makes the information simpler to share. You can find a lot of sources to get information example: internet, classifieds, book, and soon. You can see that now, a lot of publisher this print many kinds of book. Typically the book that recommended for your requirements is The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity this e-book consist a lot of the information with the condition of this world now. This particular book was represented how can the world has grown up. The terminology styles that writer make usage of to explain it is easy to understand. The writer made some study when he makes this book. That's why this book ideal all of you.

#### Joshua Castillo:

On this era which is the greater particular person or who has ability to do something more are more precious than other. Do you want to become among it? It is just simple approach to have that. What you need to do is just spending your time very little but quite enough to get a look at some books. One of several books in the top checklist in your reading list will be The Brand IDEA: Managing Nonprofit Brands with Integrity,

Democracy, and Affinity. This book which is qualified as The Hungry Inclines can get you closer in becoming precious person. By looking up and review this guide you can get many advantages.

**Download and Read Online The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity By Nathalie Laidler-Kylander, Julia Shepard Stenzel #G3VJBL24DAQ**

## **Read The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity By Nathalie Laidler-Kylander, Julia Shepard Stenzel for online ebook**

The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity By Nathalie Laidler-Kylander, Julia Shepard Stenzel Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity By Nathalie Laidler-Kylander, Julia Shepard Stenzel books to read online.

### **Online The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity By Nathalie Laidler-Kylander, Julia Shepard Stenzel ebook PDF download**

**The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity By Nathalie Laidler-Kylander, Julia Shepard Stenzel Doc**

**The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity By Nathalie Laidler-Kylander, Julia Shepard Stenzel Mobipocket**

**The Brand IDEA: Managing Nonprofit Brands with Integrity, Democracy, and Affinity By Nathalie Laidler-Kylander, Julia Shepard Stenzel EPub**