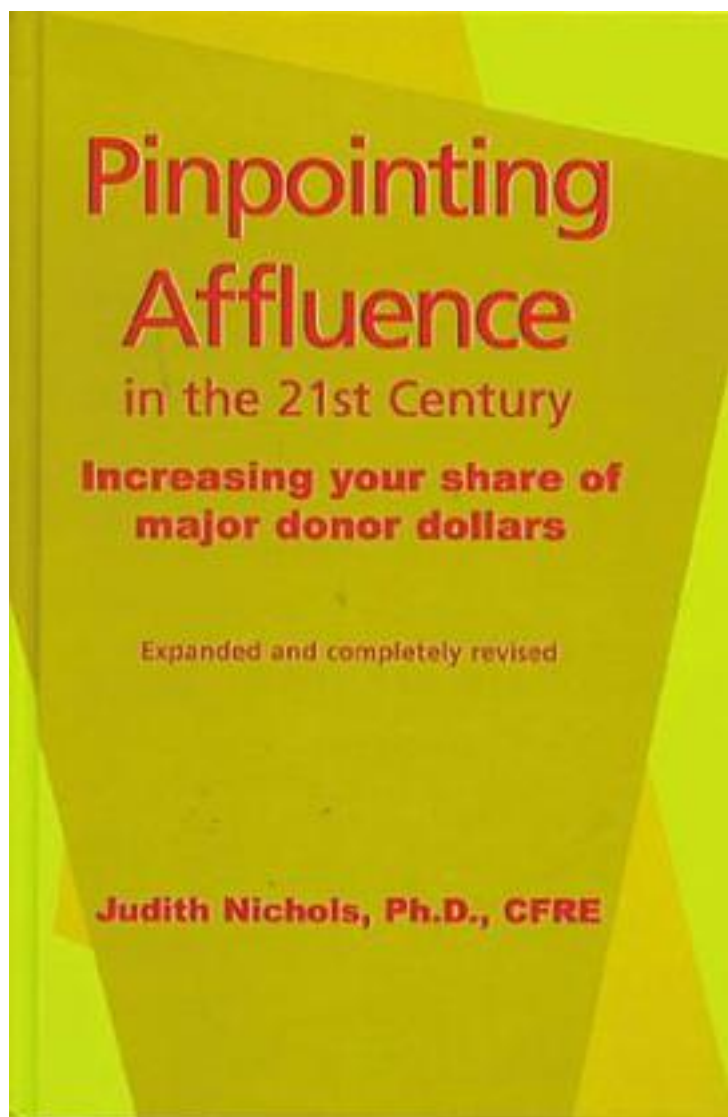


Pinpointing Affluence in the 21st Century



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出版者:Natl Book Network

出版时间:2001-4

装帧:HRD

isbn:9781566251655

Dr. Nichols helps you motivate donors using demographic and psychographic information that savvy marketers have been using for years. As in the best-selling original, Pinpointing Affluence in the 21st Century weaves demographics/psychographics and fundraising together, revealing the crucial connections between background and strategy.

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