There are very few books that provide an exhaustive and thorough case study treatment on the use of social media in the nonprofit environment than is offered in this new edited volume by Dr. Hugo Asencio and Dr. Rui Sun. It expands our knowledge and insights into electronic participation and the use of social media by nonprofits through well-constructed and integrated case studies.

IGI Global is a publisher that excels in advancing specialized knowledge in the area of global and cutting edge research that cuts across disciplines. This new addition to their catalog is much anticipated.

With chapters that range from well-developed case studies and analysis of the use of social media in fundraising and advocacy, to chapters that examine how to use social media in branding and marketing nonprofits large and small, the richness of the cases are clear. The international dimension to this work is also illustrated by the wide depth of cases that includes micro blogging for nonprofits in China.

This volume represents a set of contributions that expand our understanding of how nonprofits operate in an age of social media. This work demonstrates the vital role electronic participation and access and interaction play in the world of nonprofit management and operations in the 21st century. Outstanding scholars clearly make the case for, and evaluate how, social media plays a crucial role in nonprofit operations whether in developing relationships with clients, stakeholders or in the ability to communicate efficiently and effectively.

This book is a must read for scholars and students studying nonprofit organizations and how they function in a networked and technologically savvy environment. The cases represent key teaching resources and tools for a variety of courses on nonprofit organizations across the sectors. The cases are rigorous, methodologically sound and well written. For practice, this volume presents an invaluable aid for directors and program managers in the nonprofit environment who seek to better utilize tools of social media and access what works and what doesn’t as they consider their own organizations.
Foreword

This work is clearly a fine addition to the field for anyone interested in understanding the realities and importance of social media in the nonprofit environment in the 21st century.

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