



# Breakthrough Thinking for Nonprofit Organizations: Creative Strategies for Extraordinary Results

*Bernard Ross, Clare Segal*

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## **Breakthrough Thinking for Nonprofit Organizations: Creative Strategies for Extraordinary Results**

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This groundbreaking book will help nonprofit managers think in new and creative ways about how they define and meet the challenges they face--and how to rise above standard practices to lift their organizations to greater performance levels. Using examples of best practices from innovative organizations in both the corporate and nonprofit worlds, *Breakthrough Thinking for Nonprofit Organizations* offers a mix of "how-to" advice and case studies that will guide readers on a new road to creativity. This book will fundamentally change the way nonprofit professionals think about how they do their work--and usher in a new era for nonprofits.

2003 Terry McAdam Book Award Winner

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