

# **Nonprofit Strategic Positioning: Decide Where To Be, Plan What To Do By Thomas A. McLaughlin**

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The understanding of the organization s strategic position; what basis to compete and the direction of strategic development, it must also decide what methods  
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the marketer can look at the differences among the customer groups and decide on appropriate strategies/offers The main approaches to positioning strategy are

<https://www.scribd.com/doc/6356725/MARKET-SEGMENTATION-TARGETING-POSITIONING-By-Subha-Rudra>

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