



**Handbook of Institutional Advancement: A  
Modern Guide to Executive Management,  
Institutional Relations, Fund Raising, Alumni  
Administration, ... (Jossey Bass Higher and Adult  
Education)**

*A. Westley Rowland*

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In fifty-nine new and revised chapters, this second edition provides up-to-date, comprehensive coverage of the entire field of institutional advancement. Gives guidelines for effective fund raising and enrollment management, explains how to develop and maintain constructive alumni relations, and how to produce attractive, quality publications and periodicals.

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