

# Marketing for Congregations: Choosing to Serve People More Effectively

Philip Kotler, Bruce Wrenn



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## Marketing for Congregations: Choosing to Serve People **More Effectively**

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Marketing for Congregations: Choosing to Serve People More Effectively Philip Kotler, Bruce Wrenn How does a congregation do research, test its services, create and market a ministry, and evaluate results? By helping the reader overcome objections to marketing religion, this book guides pastors and other leaders of congregations to make better, informed decisions and meet the needs of people more effectively.



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