

## Supplemental Content for *Public Garden*: Volume 34, No. 1

### Additional Reading for **Alliances Enhance Marketing Efforts** Article

Luis Ignacio Alvarez-Gonzalez, Nuria Garcia-Rodriguez, Marta Rey-Garcia, Maria José Sanzo-Perez, Business-nonprofit Partnerships as a Driver of Internal Marketing in Nonprofit Organizations: Consequences for Nonprofit Performance and Moderators, *Business Research Quarterly*, 20 (2017): 112–123.

Alan R. Andreason, Social marketing: definition and domain, *Journal of Public Policy and Marketing*, 13 (1) (1994): 110.

Rob Donovan and Nadine Henley, *Principles and Practice of Social Marketing: An International Perspective*, (Cambridge, UK: Cambridge University Press, 2010).

Jeff French, Rowena Merritt and Lucy Reynolds, *Social Marketing Casebook*, (London: Sage Publications, 2011).

Easwar Iyer, Theory of alliances: Partnership and partner characteristics. In Walter W. Wymer, Jr. and Sridhar Samu, eds., *Nonprofit and Business Sector Collaboration: Cause-Related Marketing, Sponsorships, and Other Corporate-Nonprofit Dealings*, (New York: Best Business Books, 2003), 41–57.

Philip Kotler and Gerald Zaltman, Social marketing: An approach to planned social change, *Journal of Marketing* 35 (1971): 3–12.

Marlene Vock, Willemijn van Dolen, and Ans Kolk, Changing behaviour through business-nonprofit collaboration? Consumer responses to social alliances, *European Journal of Marketing*, 47 (9) (2013): 1476–1503.