









































- KOTLER, P. & ANDREASEN, A.R. 1991. **Strategic marketing for nonprofit organizations**. (4<sup>th</sup> ed) Englewood Cliffs, New Jersey: Prentice-Hall, Inc.
- KREFTING, L. 1990. Rigor in qualitative research: The assessment of trustworthiness. **American Journal of Occupational Therapy**, 45(3):214-222.
- KURTZ, D.L. & CLOW, K.E. 1998. **Services marketing**. New York: John Wiley & Sons.
- LOVELOCK, C.H. 1991. **Services marketing**. (2<sup>nd</sup> ed) Englewood Cliffs, New Jersey: Prentice Hall.
- MAYERS, R.S. 1989. **Financial management for nonprofit human service agencies**. Illinois: Charles Thomas Publisher.
- MOUTON, J. & MARAIS, H.C. 1989. **Metodologie van die Geesteswetenskappe: basiese begrippe**. Pretoria: Raad vir Geesteswetenskaplike Navorsing.
- POGGENPOEL, M. 1998. Data analysis in qualitative research. In De Vos, A.S. (Ed) 1998. **Research at grass roots: a Primer for the caring professions**. Pretoria: Van Schaik.
- SCHURINK, E.M. 1998a. Deciding to use a qualitative research approach. In: DE VOS, A.S. (ed) 1998. **Research at grass roots: a primer for the caring professions**. Pretoria: Van Schaik.
- SCHURINK, E.M. 1998b. The methodology of unstructured face-to-face interviewing. In: DE VOS, A.S. (ed) 1998. **Research at grass roots: a primer for the caring professions**. Pretoria: Van Schaik.
- WEYERS, M.L. 1999. The nature and application of Social Marketing: A community work perspective. **Social Work/Maatskaplike Werk**, 35(2):124–131.
- WOLF, T. 1990. **Managing a nonprofit organization**. New York: Prentice Hall Press.