

## Implications of personalisation for the third sector

Posted on Thursday 11th March 2010

HSMC's Professor Jon Glasby and Dr Helen Dickinson have recently written a paper on the implications of the personalisation agenda for the third sector. As the authors note; "The concept of personalisation is not always well understood and many third sector organisations are unsure of how they should react in terms of this changing agenda". The paper, written for the University's Third Sector Research Centre, sets out the key implications for practitioners working within the sector.

HSMC Briefing Paper: The personalisation agenda: implications for the third sector (pdf; opens in new window)