



## **Public Sector Marketing**

By Tony Proctor

Prentice Hall, 2007. Softcover. Book Condition: Neu. Gebraucht - Sehr gut Unbenutzt. Schnelle Lieferung, Kartonverpackung. Abzugsfähige Rechnung. Bei Mehrfachbestellung werden die Versandkosten anteilig erstattet. - Public Sector Marketing examines the role of marketing in public organizations, from planning through execution and evaluation. It looks at marketing from the perspective of creating value for different organisational stakeholders. The book examines specific applications for public sector organisations such as local government in the context of leisure, culture and the arts, regeneration, education and social services. The main theme of the book is creating value for stakeholders through a philosophy based on setting a vision, creating and communicating the values and establishing a culture. 225 pp. Englisch.



READ ONLINE
[ 2.46 MB ]

## Reviews

A fresh e book with a new viewpoint. It is among the most awesome ebook we have read through. Once you begin to read the book, it is extremely difficult to leave it before concluding.

-- Prof. Christelle Stark III

Completely essential study ebook. This is for all those who statte there was not a well worth reading. I realized this book from my dad and i recommended this publication to find out.

-- Jarrell Kovacek