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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.



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