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ISBN	1-281-83000-3 9786611830007 1-4082-5034-9
Edizione	[1st ed.]
Descrizione fisica	1 online resource (245 pages) : illustrations
Disciplina	352.7/48
Soggetti	Government marketing
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Marketing in the public sector -- The stakeholder value approach -- Creating and measuring stakeholder value -- Developing and implementing strategies -- Value drivers, portfolio assessment and planning ahead -- Marketing research -- Market measurement and forecasting demand -- The marketing planning process -- Corporate brand building and delivering the service -- Pricing services -- Communicating values -- Social marketing -- Internal marketing -- Marketing via the Internet and intranet.
Sommario/riassunto	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.