

1. Record Nr.	UNINA9910457468003321
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Titolo	Branding in governance and public management // Jasper Eshuis and Erik-Hans Klijn
Pubbl/distr/stampa	New York : , : Routledge, , 2012
ISBN	1-283-44138-1 9786613441386 0-203-14515-1 1-136-50495-8
Descrizione fisica	1 online resource (189 p.)
Collana	Routledge critical studies in public management ; ; 8
Altri autori (Persone)	KlijnErik-Hans
Disciplina	352.7/48
Soggetti	Communication in public administration Public relations and politics Government publicity Branding (Marketing) Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The rise of branding in governance processes -- The many faces of branding: definitions, functions, and forms -- Branding to influence perceptions about policy problems and solutions -- Branding to activate, motivate, and bind stakeholders in governance processes -- Brands and the media: communicating with the outside world -- Branding as governance strategy -- Risks and limits of branding -- Brands and governance: towards interactive forms of branding.
Sommario/riassunto	Politicians and public managers utilize branding to communicate with the public as well as to position themselves within the ever-present media now so central to political and administrative life. They must further contend with stakeholders holding contradictory opinions about the nature of a problem, the desirable solutions , and the values at stake. Branding is used as a strategy to manage perceptions, motivate stakeholders, communicate clear messages in the media, and position policies and projects. Brands have a unique ability to simplify such messages and motivate different actors to i

