

1. Record Nr.	UNINA9910476763303321
Autore	Pasquier Martial
Titolo	Marketing Management and Communications in the Public Sector // Martial Pasquier, Jean-Patrick Villeneuve
Pubbl/distr/stampa	London : , : Routledge, , 2017
ISBN	1-317-22261-X 1-315-62230-0
Edizione	[Second edition.]
Descrizione fisica	1 online resource (x, 264 pages) : illustrations
Disciplina	350.8
Soggetti	Government publicity Communication in public administration Marketing - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Sommario/riassunto	This updated edition of Marketing Management and Communications in the Public Sector provides a thorough overview of the major concepts in public sector marketing and communications, two fields that have continued to grow in importance for modern public administrations. With extended coverage of topics such as social marketing and institutional communication, the authors skilfully build on the solid foundations laid down in the previous edition. Replete with real-world case studies and examples, including new material from the USA, Australia, and Asia, this book gives students a truly international outlook. Additional features include exercises and discussion questions in each chapter and an illustrative extended case study. This refreshed text is essential reading for postgraduate students on public management degrees, and aspiring or current public managers.