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Sommario/riassunto

“Appropriate market communication tools will always be essential to maintaining a good public image. This book provides a deep understanding of the application of these tools to the public sector.” - Odunayo O. Bamodu, mni, Deputy Chief Registrar, National Industrial Court of Nigeria. Building public sector image and trust in Africa requires judicious use of appropriate marketing communications tools and platforms. Contributing authors to this second volume of a two-volume work offer insights into how the selection and strategic utilisation of marketing tools will facilitate interactions between the government and the citizens, improve inter-governmental and inter-agency collaboration, and boost a citizen-oriented public sector. Traditional marketing communications tools continue to play a key role in citizen and public sector relationships; however, given mega-trends of demographic change, urbanisation, and digitalisation in Africa, it is important to consider how public institutions, including government agencies, local government, universities, and football associations, respond and adapt to these changes. The digital revolution presents an opportunity for public sector institutions to align their communication plans with new technologies, particularly leveraging social media platforms. Together with the first volume, which focuses on public relations and brand communication perspectives, this collection fills an existing information gap evident in Africa’s public sector literature. The text serves as a decision making, teaching, and learning guide for practitioners, faculty, and students interested in applying state-of-the-art marketing principles and practices to the public sector. Ogechi Adeola is an Associate Professor of Marketing and Head of the Department of Operations, Marketing, and Information Systems at the Lagos Business School, Pan-Atlantic University, Nigeria. Kojo Kakra Twum is the Head of Department of Business Administration at Presbyterian University College, Ghana. Paul Katuse is an Associate Professor of Management at the Skyline University College (SUC) School of Business, Sharjah, UAE.
