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Nota di contenuto	BRANDING FOR THE PUBLIC SECTOR; Contents; Preface; Part One: The Importance of Branding and Building Brand Strategy; Chapter 1 The Public Sector and Branding; Why the public sector needs branding; Brands and branding; What is a brand and what is branding?; The power and rewards of branding for the public sector; The book in more detail; Chapter 2 Public Sector Brand Categories; Main categories of public sector brands; Multi-national or multi-country brands; Nation or country brands; Can countries carry out branding?; More than tourism is required; Industry or sector brands Communications objectives
Sommario/riassunto	"From government programs to non-profit organisations to global NGOs, organisations in the public sector are increasingly turning to branding strategies employed by for-profit companies to develop their images. Image is everything, particularly in the developing world in which many public-sector groups operate. Consequently, the public sector is the next big growth area in branding, but few books address branding strategy specific for this sector. Branding for the Public Sector fills this gap with powerful and effective branding strategies backed by case studies and examples. Author Paul Temporal covers branding

architecture, brand vision, market research, brand perception, brand engagement, brand communication, managing brand change, and much more. Additionally, he covers the future of public sector branding and how organisations in the public sector may be a key driver of economic growth and prosperity through the twenty-first century. Branding for the Public Sector offers expert guidance for managers and leaders who want to build powerful, influential brands in the public sector"--
