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Altri autori (Persone)	VilleneuveJean-Patrick
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Nota di contenuto	Marketing Management and Communications in the Public Sector; Copyright Page; Contents; Plates, figures, tables and boxes; Part I; 1. Public management and marketing; 2. Marketing and public marketing; 3. Organizations, citizens and consumers; Part II; 4. Basic marketing concepts; 5. Marketing information research; 6. Marketing strategy; 7. Marketing instruments; Part III; 8. Public communications: an introduction; 9. Communications models and strategies; 10. Communications instruments; 11. Communication control; 12. Crisis communication; Appendix: a case study; Index
Sommario/riassunto	The fields of marketing and communication have become increasingly important for modern public administrations in recent years but the focus on these subjects has been geared mainly towards the generation of outputs, leaving somewhat behind the analysis and deeper reflections on the impact they make and their limitations. This book provides a thorough overview of the major concepts in marketing and communication which is done by utilizing an exclusive and decisive public-sector approach, with an unambiguous international outlook. The possibilities and limits of the application of mark