

Marketing In The Public Sector: A Roadmap For Improved Performance - , Philip Kotler

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Use time-tested marketing principles to increase citizen participation, compliance, and support Leverage proven 4Ps marketing tactics: optimize product, price, place, and promotion Segment your markets, reach your clients where they are and satisfy them Influence positive behavior: 12 social marketing principles that work Marketing in the Public Sector is a groundbreaking book written exclusively for governmental agencies. It offers dozens of marketing success stories from agencies of all types from around the world so that you can make a difference in your organization. World-renowned marketing expert Dr. Philip Kotler and social marketing consultant Nancy Lee show that marketing is far more than communications and has at its core a citizen-oriented mindset. You'll become familiar with the marketing toolbox and come to understand how these tools can be used to engender citizen support for your agency, increase utilization of your products and services, influence positive public behavior even increase revenues and decrease operating costs. This book offers no-nonsense roadmaps on how to create a strong brand identity, gather citizen input, and evaluate your efforts. It presents a step-by-step model for developing a marketing plan, pulling the lessons of the entire book together into one, high-impact action plan. Simply put, this book empowers you to build the high-tech, high-touch agency of the future and deliver more value for every penny you spend. Author: Lee, Nancy R. Author: Kotler, Philip Publisher: Pearson Prentice Hall Illustration: N Language: ENG Title: Marketing in the Public Sector: A Roadmap for Improved Performance Pages: 00351 (Encrypted EPUB) On Sale: 2006-10-16 SKU-13/ISBN: 9780137060863 Category: Business & Economics : Investments & Securities - General

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