

Marketing Public Sector Services

Jennifer
Bean
and
Lascelles
Hussey

Second
Edition

essential skills
for the public sector

Marketing Public Sector Services Essential Skills For The Public Sector

James W. Harrington, P. W. Daniels



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Knowledge-based Services, Internationalization and Regional Development James W. Harrington, P. W. Daniels, 2006-01-01 The acquisition and management of information is central to the operation and marketing of many organizations In this book an international and interdisciplinary team of leading scholars examines the attributes of knowledge acquisition and diffusion within and across service providing organizations using a variety of case examples

Total Quality Management In The Public Sector Morgan, Colin, Murgatroyd, Stephen, 1994-02-01 Total Quality Management TQM is a set of concepts tools and applications which has been so successful in manufacturing industry that we are now witnessing experimentation in the transference of Total Quality Management to the public sector provision of government health and education in North America Europe and elsewhere TQM is starting to set a new paradigm for management approaches in the public sector and not for profit enterprises All key public service managers should at least need to know the basics of TQM its possibilities and limitations for the public sector and particularly the types of applications which could work for them For all public sector managers this book provides a clear understanding of the key concepts of TQM a critical understanding of their relevance to the public sector empirical evidence of TQM applications in government health and education and exploration of the public sector TQM possibilities yet to be realized It draws throughout on case

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