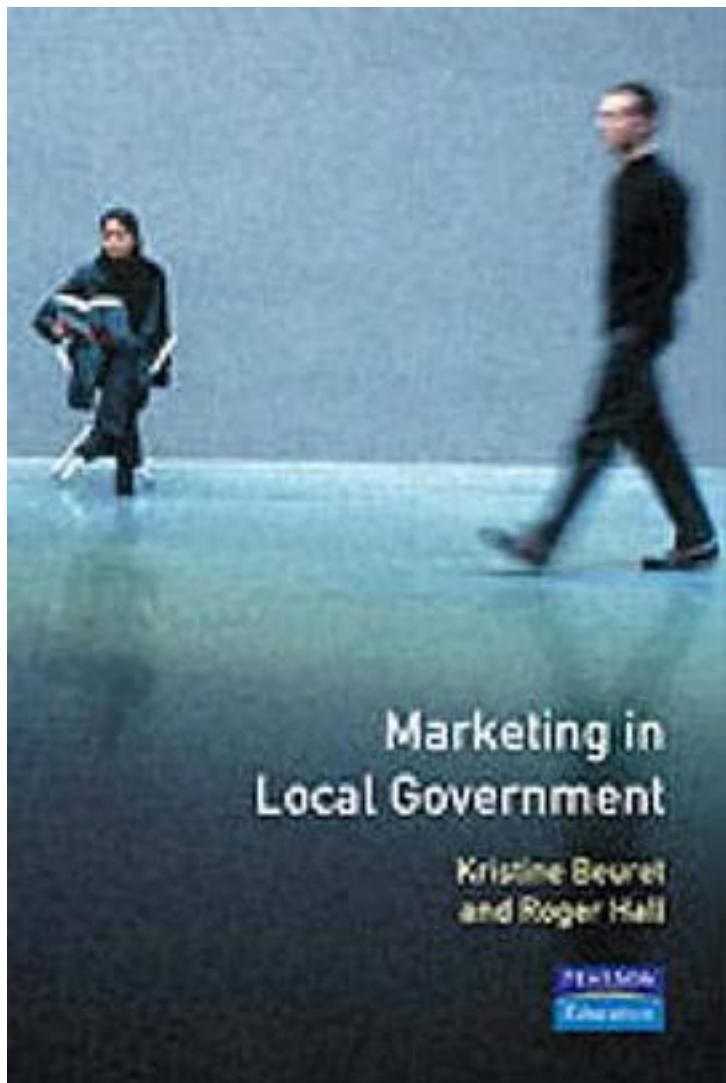


Marketing in Local Government (Managing local government)



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This book examines the contradictory outcomes of the exposure of the public sector to competitive forces. Posing and discussing many questions, the relationship between competition, the marketing approach, consumers and citizens is reviewed. Marketing, Competition and the Public Sector will help you to:

- * understand the issues raised by the introduction of market forces into the public sector
- * identify the major threats and opportunities of operating in a competitive environment
- * discover how a customer driven culture can be developed
- * learn from practical examples drawn from across the public sector

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