



Branding for the Public Sector: Creating, Building and Managing Brands People Will Value

Paul Temporal

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How to apply for-profit marketing strategies to non-profit organizations

Branding for the Public Sector presents powerful and effective branding strategies for the public sector illustrated through case studies and examples. The book covers branding architecture, brand vision, market research, brand perception, engagement, communication, managing brand change and much more. Additionally, the book highlights the future of public sector branding and how organizations 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.

- Presents strategies and actions for building a powerful, memorable public sector brand
- Explains why the public sector will be the next huge growth sector in branding
- Explores the competencies needed to successfully manage a public sector brand

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