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**By Philip Kotler**

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<http://www.mikekujawski.ca/>

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Philip Kotler and Nancy Lee give you a detailed, In this adaptation from Marketing in the Public Sector: A Roadmap for Improved Marketing in the Public Sector

<http://www.ftpress.com/articles/article.aspx?p=1024764>

In this summary, you will learn How the public sector can benefit from applying basic marketing principles to its operations; How to conduct a "social marketing" campaign

<http://www.getabstract.com/en/summary/sales-and-marketing/marketing-in-the-public-sector/7911/>

Reasons for the growing use of marketing in the public sector . Applying marketing to the public sector is the result of developments in both marketing and public

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Jun 16, 2010 Public Sector Marketing Transcript of "Presentation Public Sector Marketing" 1. Public Sector Marketing

<http://www.slideshare.net/henryoliwag/presentation-public-sector-marketing>

public sector marketing as Walsh (1994), approaching the role of marketing from Walsh, K. (1994) Marketing and Public Sector Management ,

<http://faculty.mu.edu.sa/public/uploads/1360594012.8956service%20marketing83.pdf>

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The Centre of Excellence for Public Sector Marketing (CEPSM) is devoted to the advancement of strategic marketing in governments, non-profits and associations.

<http://cepsm.ca/>

European Journal of Marketing, Vol. 28 One result of the greater interest in marketing in the public sector has been the establishment of marketing and

<http://www.emeraldinsight.com/doi/full/10.1108/03090569410057308>

Although marketing implementation within public services domain is considerable, and obstacles can often occur, the favorable consequences of the marketing reform in

<http://www.ijept.org/index.php/ijept/article/view/13>

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<http://www.cro3.org/lookup/doi/10.5860/CHOICE.44-4550>

Jim Mintz is the Managing Partner of the Centre of Excellence for Public Sector Marketing where he presently works with a number of public sector and nonprofit clients.

<http://www.jimmintz.ca/>

Thomas A. Downes; David N. Figlio. Do tax and expenditure limits provide a free lunch? Evidence on the link between limits and public sector service quality

[http://www.scholars.northwestern.edu/journalArticleDetail.asp?id=24582&o\\_id=66](http://www.scholars.northwestern.edu/journalArticleDetail.asp?id=24582&o_id=66)

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<http://www.iias-iisa.org/egpa/groups/permanent-study-groups/psg-xvi-public-and-nonprofit-marketing/public-sector-and-nonprofit-marketing-theme-and-objectives/>

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