



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

By 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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- Rank: #1280106 in Books
- Published on: 2015-01-12
- Original language: English
- Number of items: 1
- Dimensions: 9.30" h x .90" w x 6.35" l, .0 pounds
- Binding: Hardcover
- 288 pages

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Editorial Review

From the Inside Flap

"Defining our brand strategy was an essential prerequisite in promoting the UK as an innovative country. Setting out a clear proposition helped us to ensure that our activities were targeted at the right audiences in the right way. Paul Temporal helped greatly in this process which has resulted in tremendous gains in terms of stronger business relationships and international collaborations."

—**UK Foreign and Commonwealth Office**

"The public sector and branding are sometimes uneasy bedfellows, but when they work together at their best they create a win-win for citizens, investors and visitors. Dr Paul Temporal's book will become a classic exposition of the opportunity."

—**Miles Young**, Worldwide Chairman and CEO of Ogilvy & Mather

From the Back Cover

POWERFUL BRAND STRATEGIES FOR THE PUBLIC SECTOR

The importance of branding in the public sector is immense. Faced with the breakdown of markets, increased globalization, coupled with challenges in securing talent, trade, investment, tourism, government support and a competitive edge, the only path to differentiation for any public sector organization is through having a powerful brand strategy.

Covering branding architecture, brand vision, market research, brand perception, engagement, communication, and more, *Branding for the Public Sector* presents effective strategies and actions for building and maintaining a memorable and sustainable public sector brand.

This clear and concise guide will help you get to grips with the trends in public sector branding and build a future that all stakeholders will buy into. Leaders in the public sector will be key drivers of economic growth in coming decades—if they can develop the competencies needed to perfect their brand identity and image. *Branding for the Public Sector* will help you position your organization to be part of this growth and ensure the development of a successful and engaging brand.

"I have been waiting for an expert to write a branding book for the public sector. Paul Temporal has delivered and his book tells public sector agencies how to better communicate who they are and what they stand for."

—**Philip Kotler**, co-author, *Marketing in the Public Sector*

About the Author

DR PAUL TEMPORAL is a leading global expert on brand strategy and management. He has over 25 years of experience in brand consulting and training and is a much sought-after speaker. He has consulted for many governments and top corporations across the world, and is well known for his practical and results-oriented approach. He is an Associate Fellow at both Saïd Business School and Green Templeton College in

the University of Oxford, and a Visiting Professor in Marketing at Shanghai Jiao Tong University, China. He has been a regular contributor at major international conferences and round-table events, such as those organized by The Economist Group, Business Week and World Islamic Economic Forum. Paul has also published widely in many journals and media and has featured in mainstream global media such as *The New York Times*, *The Wall Street Journal*, the *Sunday Times of India*, and CNBC. He has written numerous bestselling books, including *Branding in Asia*, *Romancing the Customer*, *Asia's Star Brands*, *Advanced Brand Management (second edition)*, and *Islamic Branding and Marketing*. His main interests lie in the fields of national and corporate branding.

Users Review

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