

Sample essay on theme: improving performance in the public sector by grabbing opp...

[Business](#), [Marketing](#)



Summary writing

Kotler, P. & N. Lee. (2007). Improving public sector performance by seizing opportunities to meet citizen needs. In *Marketing in the Public Sector: A Roadmap for Improved Performance*. (pp. 3-13). Upper Saddle River, NJ: Wharton School Publishing.

Government agencies have clearly apprehended the opportunity to meet the needs of its citizens in various aspects. This has increased the interests of the citizens, revenues collected and the overall satisfaction of the subjects augmented.

- In every society, there is a public sector, made up of appointed or elected public officials, which defines the operating principles of the society.
- These officers strive to meet the many needs of the society by prudently using the scarce resources and ensuring that the resources are fairly distributed throughout the jurisdiction and ensure that there is equitable development.
- Currently, public officers are advancing their studies mainly in management so as to better their skills and avert obsolescence, protect their jobs and possibly seek promotion and also restore the citizens' pride.
- Though the public sector is slightly different from the private sector, acquisition of the tools used in the private sector will boost the performance of the public sector.
- For a public agency that wants to deliver real value and meet citizen needs, marketing is the best planning platform since in the public sector the mantra of marketing is citizen value and satisfaction.
- Public service leaders are using marketing thinking to meet various agency

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goals of improving public health, service utilization, and customer satisfaction and improve citizens' compliance with the law.

- Marketing has helped many public agencies to solve their problems.

Other reading:

Citizens have placed their trust on public officers and these officers must therefore strive to ensure that they do not frustrate the public sector but meet the citizens' expectations and marketing skills have proven to be of great importance in achieving this.

Tam, H. B. (1994). Marketing, competition and the public sector: Key trends and issues. Harlow, Essex: Longman Information & Reference.

Application: my agency will use the contemporary marketing skills applicable in service delivery to meet the clients' needs.

References

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