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Strategic Public Relations Management: The Basics and Beyond, 2nd Edition

- Mark Harrison Moore 1995

Moore presents his summation of 15 years of research, observation, and teaching about what constitutes ethical public relations, and the principles that guide him in teaching ethics. He uses real-world cases used at Harvard's Kennedy School of Government and illuminates their broader lessons for government managers.

Strategic Planning for Public and Nonprofit Organizations

- Helen W. Brehm 2013

Strategic Planning for Public and Nonprofit Organizations is a complete, hands-on guide for people who plan the services that communities need. Whether you're in a government agency, a nonprofit, or a public relations firm, you need to know how to make the most of the planning process. The information in this book can be used as reference material for the successful development of a planning process and as a training tool for public relations professionals.


- David P. Deming 2009

Managing and Delivering Performance is a practical guide to step-by-step performance management, helping you to avoid common mistakes and implement effective performance management systems. It covers the essential elements of performance management and provides practical advice on how to implement them effectively.

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Performance Management in the Public Sector

- Charles E. Menifield 2013

The Basics of Public Budgeting and Financial Management brings budgetary theory and practice together, offering a comprehensive guide to budgeting in government and public organizations. It is written for professionals who need to understand how to develop and deliver effective public sector financial management plans.

Creating Public Value

- Jay K. Park 2008

Creating Public Value is a comprehensive resource for students and practitioners of public administration, public policy, and nonprofit management. It provides a framework for understanding the complexities of public sector management and offers practical guidance for improving performance and accountability.

Value for Money

- Andrew Jayson 2011

Value for Money provides a comprehensive overview of public sector finance and management, offering insights into how to deliver value for money in public services. It covers a wide range of topics, from budgeting and accounting to performance management and governance.

Strategic Aspects of Public Finance in a World with High Capital Mobility

- Herrington J. Bryce 2017

Securing Development: Public Finance and the Security Sector highlights the role of public finance in ensuring peace and stability. It examines the interplay between security and development, and provides practical recommendations for improving public finance in the security sector.

Strategic Public Relations Management

- Bernard Harborne 2017

Strategic Public Relations Management is an essential guide for professionals who work in public relations and communications. It covers the key principles of strategic public relations, including stakeholder management, public opinion, and crisis communication.

Financial and Strategic Management for Nonprofit Organizations, Fourth Edition

- Howard R. Bowen 2010

Financial and Strategic Management for Nonprofit Organizations, Fourth Edition captures the essential elements of the modules they study, and reflects good practice as put forward by CIPFA in its...the public sector will also find this concise book vital reading in seeking value for money in providing public services.

International Public Financial Management

- CIPFA 2008

The International Public Financial Management (IPFM) Program offers a comprehensive and practical guide to the essential elements of public sector finance and management. It covers key concepts such as budgeting, accounting, and performance management.

The Basics of Public Budgeting and Financial Management

- Charles E. Menifield 2013

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Strategic Planning for Public Relations

- XiaoHu Wang 2014

The new edition of this popular book provides a step-by-step guide on how to use financial management and budgeting tools to make the public sector more effective. The book features a practical, case study approach, and includes plenty of exercises and examples.

Securing Development

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