CONTENTS

Preface vii

PART ONE: The Importance of Branding and Building Brand Strategy 1

1 The Public Sector and Branding 5
2 Public Sector Brand Categories 19
3 The Nation Brand Effect and Brand Architecture 47
4 Building a Power Public Sector Brand: Visions, Values, Emotions and Personalities 67
5 Brand Positioning 99

PART TWO: Implementing and Managing Public Sector Brands 141

6 Public Sector Brand Management 145
7 Brand Communications Strategy 173
8 Brand Engagement 203
9 Tracking Brand Success 221
10 The Future of Public Sector Branding 243

Author biography 267
Acknowledgements 269
Index 271