



New Public Management: Stand der Einführung in der Bundespolizei als Basis fürs Marketing (MPA - Master of Public Administration: Studienberichte - Seminararbeiten) (German Edition)

Sascha Schwarzkopf

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Studienarbeit aus dem Jahr 2008 im Fachbereich Organisation und Verwaltung, Note: 1,0, Universität Kassel, Veranstaltung: Studiengang zum Master of Public Administration, 2 + 5 online Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Die Hausarbeit gibt eine Übersicht über das Verständnis und die Probleme des New Public Management (NPM) in der Bundesverwaltung (Bundespolizei) in Bezug auf das Verwaltungsmarketing.

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