



Southern Public Administration Education Foundation



PAQ



GVER



IJED



JHSA



PAM



GPS



PFM



Search



RSS

Networked Policing: Towards a Public Marketing Approach to Urban Safety

Author: KUNO SCHEDLER

Published in GPS, Vol. 3 No. 1

Although modern forms of control, such as the ones designed under the new public management regime and others being the fruit of a public governance debate, have lead to new models for policing, practitioners still need more support in their operational use. This paper argues that both the new public management and public governance are valuable concepts for urban safety as a policy field. Additionally, it suggests to borrow the structure and thinking of public marketing for the creation of practical solutions in networking and performance management. The result is a new conceptual approach to networked policing.

[Download PDF](#)