



# The Effective Public Manager: Achieving Success in Government Organizations

*Steven Cohen, William Eimicke, Tanya Heikkila*

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## The Effective Public Manager

Thoroughly revised and updated, the fifth edition of *The Effective Public Manager* offers public administrators and students a classic resource and a highly-accessible guide to the fundamentals of leading and managing public organizations. In this new edition the authors cover the key areas of the field and present in-depth analysis through the strategic use of fresh case studies and real-world examples. The book is designed to give real-world managers and aspiring managers the information and tools needed to meet the demands of their jobs directly rather than working around the constraints of government. *The Effective Public Manager* offers a proven approach to implementing efficient management tools in a dynamic political, organizational, economic, and technological context.

### New to this edition

- Information on the transformation of media, both traditional and social
- An analysis of the changing nature of work and privatization trends
- An examination of national security and the current thinking regarding accountability, transparency, and crisis communication
- An online instructor's guide, which includes discussion questions and updated PowerPoint slides

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