



Marketing Options of the National Blood Service

By Christopher Ulph

GRIN Verlag Feb 2011, 2011. Taschenbuch. Book Condition: Neu. 210x148x1 mm. This item is printed on demand - Print on Demand Neuware - Seminar paper from the year 2010 in the subject Communications - Public Relations, Advertising, Marketing, Social Media, grade: 80, University of Hertfordshire (Business School), course: MA Marketing, language: English, comment: An investigation to establish the strategic aims of the National Blood Service and explore ways in which marketing can assist the achievements of those aims and also to evaluate the extent to which the expectations of stakeholders are being met by the organisation. , abstract: NHS Blood and Transplant (NHSBT) is a Special Health Authority, dedicated to saving and improving lives through the wide range of services we provide to the NHS. We are responsible for ensuring the safe and secure supply of blood, stem cells, tissues, solid organs and plasma products to the NHS; and for promoting and raising awareness of donation. Unlike the private sector, marketing within non-profit making organisations such as the National Blood Service show a need to divide their marketing activities to a wide range of publics as their revenue streams are not always derived from conventional sales income. (Brassington and Pettitt,...



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