



Policing: Reinvention Strategies in a Marketing Framework

Rohit Choudhary

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A first-of-its-kind, this book proposes a marketing plan for the police, using the conventional framework of marketing management. While there is considerable discussion and criticism of the way the police force functions in India, no comprehensive alternative model has been proposed to implement the New Police Management (NPM) approach in the force's operations. In fact, the necessity for overhauling the police system is strongly felt all over the world in the light of the recent international security lapses. The framework that this book suggests comprises current situation analysis, SWOT analysis, STP analysis and the 8 Ps.

Policing: Reinvention Strategies in a Marketing Framework combines marketing principles with the empirical knowledge of police operations to suggest improvements in the Indian police force. It uses the marketing motto of 'keeping the customer at the centre' as key to finding solutions to the issues that the police face in their everyday operations. In addition, it carries case studies related to police operations from across the world and suggests ways of adapting the strategies used in these to the Indian context. In doing so, the book offers valuable inputs for police academies, public administration, public policy, and state security commissions, as it not only analyses the current situation in the police force, but also draws a clear and practicable roadmap to revamp it.

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