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On Creating Public Value What Business Might Learn from Government about Strategic Management About twenty-five years ago, in the early days of the Kennedy School of Government ' s efforts to develop the field of “ public management, ” the elder of the two authors of this article was dispatched to the Harvard Business School to

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issues. He is author of “ Creating Public Value: Strategic Management in Government. ” .

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The research program on public value was kicked off by Professor Mark H. Moore of Harvard's Kennedy School of Government, who published a book on the subject, *Creating Public Value. Strategic Management in Government*, in 1995.

Public value - Wikipedia

Creating Public Value: Strategic Management in Government.
A seminal figure in the field of public management, Mark Moore presents his summation of fifteen years of research,

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observation, and teaching about what public sector executives should do to improve the performance of public enterprises.

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