

BOOK REVIEW ANALYSIS

Name of Reviewer : Clara Soon May Lyn
 Date Presented : 05 March 2009
 Title : Marketing in the Public Sector: A Roadmap for Improved Performance
 Author : Philip Kotler & Nancy Lee
 Audience : 54
 Feedback Received : 43 Form

No.	Subject	Poor (1)	Fair (2)	Good (3)	Very good (4)
1	Informative	0	5	31	7
		0%	11.6%	72.1%	16.3%
2	Clarity of content	0	10	30	3
		0%	23.2%	69.8%	7%
3	Presentation (Approach to the subject, Visual aids, Summary, eye contact, confidence)	0	19	23	1
		0%	44.2%	53.5%	2.3%
4	Professional appearance	1	12	26	4
		2.3%	27.9%	60.5%	9.3%
5	Interaction with audience	0	19	23	1
		0%	44.2%	53.5%	2.3%
6	Readiness to respond to audience feedback	0	11	30	2
		0%	25.6%	69.8%	4.6%
7	Timing of presentation (within time frame given)	0	2	33	8
		0%	4.7%	76.7%	18.6%
8	Overall presentation	0	10	31	2
		0%	23.3%	72.1%	4.6%



 Number of Feedback
 Feedback Percentage

Chart 1 : MITI Book Review Analysis - Session 3 (5 March 2009)

