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<p><b>MARKETING COMMUNICATION FOR HIGHER EDUCATION</b> <i>(By Elisante ole Gabriel)</i></p>  <p>The author has a vast scope of the knowledge base. He studied Mechanical Engineering then Business Administration before getting to Materials management and Also Accountancy. He had an opportunity to get further studies in Europe. He did his Masters of Science in International Business in UK; he also did a Postgraduate Diploma in Marketing from the Chartered Institute of Marketing (UK). Finally he started his PhD in the UK and completed it in Finland. Upon completion of his PhD, he is also awarded a title of Associate Professor of Marketing with the Preston University, Finland. He has a working experience of more than fifteen years in both manufacturing and service industries. He is the visiting Professor of Marketing for Preston University Finland. Currently he is fully employed as a Lecturer with Mzumbe University (Tanzania) under the faculty of commerce. He worked with The Institute of Finance Management (IFM) in Tanzania for five years before</p> <p>Joining Mzumbe University in June 2006. He also had an opportunity to work as a lecturer with Salford University in the UK. Other companies he worked with include; Pricewaterhousecoopers, Songwe Water Company and Zana Za Kilimo Ltd.</p> <p>He is a member of the following professional institutions: The Chartered Institute of Marketing (UK), The Institutions of Engineers Tanzania, The National Board of Accountants and Auditors and The National Board of Materials Management.</p> <p>His models in this book have been reviewed and accepted by eminent professors like Michael Porter and Philip Kotler. The writing of this book and other books on the social science management will remain one of the interests of Professor Elisante ole Gabriel. He believes on co-creation of value for a sustainable competitive advantage.</p>	<p> <b>Preston University</b> FINLAND</p> <p>From a Doctorate Thesis ...</p> <p><b>MARKETING COMMUNICATION FOR HIGHER EDUCATION</b></p> <p><b>How Can Communicative Customer Service Contribute to Service Competition in the Higher Education Sector of Tanzania?</b></p> 
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