

# Contents

<b>Contributors</b> .....	7
<b>Preface</b> .....	11

## Part I

### Public governance – traditions and evolution

#### **Marek Ćwiklicki**

Towards neo-bureaucracy: bureaucracy in contemporary public management concepts .....	15
---	----

#### **Robert Wiszniowski**

New Governance: some theoretical assumptions .....	27
--	----

#### **Edit Soós**

New modes of governance .....	35
-------------------------------	----

#### **Anita Marta Tkocz**

Marketing activities in the concept of New Public Management .....	50
--	----

#### **Jacek Sierak**

New Public Management in international practice of management at the local level .....	61
--	----

#### **Darina Malová, Pavol Baboš**

Fiscal Responsibility in Times of Crisis: A Strategic Management Perspective .....	78
--	----

#### **Łukasz Żabski**

Ownership supervision over communal companies in the concept of New Public Management .....	92
---	----

## **Part II**

### **Public governance from the perspective of V4**

#### **Dorota Murzyn**

The concept of good governance and its development in the Visegrad Group through the support of the EU cohesion policy ..... 105

#### **Anna Czapska**

The risk of corruption in the Visegrad Group countries ..... 120

#### **Jakub Morávek**

Comparison of fire protection in V4 countries ..... 135

## **Part III**

### **Theory and practise of public governance – the case of Visegrád countries**

#### **Maciej Olejnik**

Illusory corporatism in Hungary. Case study ..... 153

#### **Andrzej Zybała**

The profile of public policy in Poland and its socio-cultural sources ..... 167

#### **Bogusław Kotarba**

The implementation of public policies by the local governments: education policy ..... 187

#### **Lucyna Rajca**

The new forms of participation and political decision-making in a local government ..... 203

#### **Anna Kołomycew**

Social activity and public participation as conditions for implementing the *governance* approach in Poland ..... 218

**Przemysław Żukiewicz**

Toward a new local leadership style? The Polish mayors after the 2014  
local election ..... 235

**Kamil Glinka**

Cooperation within network? City marketing in the network  
perspective ..... 250

**Katarzyna Zalas-Kamińska**

Communication management in the Polish development  
cooperation system – effective public affairs of the Ministry  
of Foreign Affairs? ..... 264

**Gabriela Roszyk-Kowalska, Edyta Majorek, Maciej Majorek**

Competencies of a forester on the example of the Forest Inspectorate  
in Kościan ..... 275

**Index of terms** ..... 294