

Serving *All* Urban Consumers

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**A marketing approach to water services in
low and middle-income countries**

Book 2: Guidance notes for managers

*Kevin Sansom, Richard Franceys, Cyrus Njiru,
Sam Kayaga, Sue Coates and Srinivas Chary*



Water, Engineering and Development Centre
Loughborough University
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Water, Engineering and Development Centre
Loughborough University
Leicestershire
LE11 3TU UK



Institute of Water and Environment
Cranfield University
Silsoe, Bedford
MK45 4DT UK

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How to use this series of books

This book is the second in a series of three on marketing approaches to water services. The main target audience of this book is utility managers in low and middle-income countries who are interested in innovative ways of serving more of their consumers. It is also designed to be of value to government staff, to policymakers and regulators who have responsibilities for the sector, as well as to donors.

A key question that is considered is how best can commercial/marketing approaches to utility management be adapted to serve low-income areas so that sustainable services are achieved? This issue is addressed in this series of three books titled: 'Serving All Urban Consumers'.

Included in this publication (Book 2) are many examples of applying different and useful marketing approaches for the urban water sector, which has made it a relatively long document. It is intended as a sourcebook for readers to refer to as and when it is convenient, using the table of contents to navigate around the text, together with the notes on the document structure at the beginning of Parts I, II and III.

There are two other publications in this series. Book 1 provides guidance for government's enabling role in using marketing approaches and moving towards serving all consumers. Book 3 gives a detailed explanation of the PREPP methodology to facilitate utility consultation with low-income communities.

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