

TABLE 5.2

Private sector/public sector differences

	PRIVATE SECTOR	PUBLIC SECTOR
Purpose	Provision of private goods and services through commercial activity	Provision of public services
Goals	Simple, economic	Complex, economic, social, political
Service recipients	Customers, clients	Citizens
Criteria of success	Profitability	Effective implementation of services
Evaluation of success	Financial, objective	Political, subjective
Accountable to	Owners/shareholders	Elected leaders/citizens
Operational environment	Marketplace, business realm, private	Government, political realm, public
Focus of management	One-dimensional	Multidimensional
Skills of management	Business oriented	Program and policy oriented