

1. Record Nr.	UNINA990000064900403321
Autore	Cicerone, Gaetano
Titolo	La terza colonia italiana : notizie storico-archeologiche della Libia e cronistoria della guerra italo-turca / Gaetano Cicerone
Pubbl/distr/stampa	Roma : Stabilimento tipografico Aternum, <1913?>
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Locazione	FINBC
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Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	In testa al front.: Federazione nazionale fra le associazioni dei reduci dalle patrie battaglie e dei militari in congedo

2. Record Nr.	UNINA9910829835803321
Autore	Sladek Sarah L.
Titolo	The end of membership as we know it : building the fortune-flipping, must-have association of the next century // Sarah L. Sladek
Pubbl/distr/stampa	Washington, District of Columbia : , : ASAE, The Center for Association Leadership, , 2011 ©2011
ISBN	1-118-89123-6 1-118-83426-7 1-118-83429-1
Descrizione fisica	1 online resource (130 p.)
Collana	ASAE/Jossey-Bass Series
Disciplina	340.023/73
Soggetti	Associations, institutions, etc - Membership Professional associations - Membership Professional associations - Marketing Professional associations - Planning Nonprofit organizations - organization & administration
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	The End of Membership As We Know It; Copyright; Contents; Chapter 1: The Making of a Dominant Association; Looking Forward; Association Must-Haves; Niche; Culture; Dues; Chapter 2: Embracing Change; Focus on the Future; American College of Sports Medicine; Making a Change; Association Life Expectancy; Membership Turnover ; New England Law Library Consortium; Ohio State Medical Association; Chapter 3: Offering Better Benefits; Value Mistakes; Turning a Scrooge into a Trump; Turning a Glass of Milk into a Cash Cow; Turning an Antique into a Precious Commodity; Member Benefits Formula Moore County Chamber of CommerceFocus on the Future; Member Benefits Matrix; Chapter 4: Furthering Your Reach; The New Recruits; Target Market Needs; Target Market Potential; The Loyalists; Menu Diversification; Chapter 5: Building Online Communities; Community-Building Online; Mission Possible; American Institute of Certified Public Accountants (AICPA); Metropolitan Milwaukee Area Chamber of

Commerce (MMAC); Snow and Ice Management Association (SIMA); National Association of Manufacturers (NAM); No Chapters, Only Communities; Indie Beauty Network; Community Redefined
Chapter 6: Redefining Membership Membership Models; Customized Membership; Electronic Membership; International Membership; Multitier Membership; Open Membership; Senior Planners Industry Network; More Models; Lifetime Membership; Career Transition Membership; Student Membership; Young Professional Membership; Monthly Automatic Payment Membership; Trial Membership; Chapter 7: Building a Next Century Association; A Safety Net; Step 1: Focus; Step 2: Goal-Setting; Step 3: Marketing; Step 4: Troubleshooting; Step 5: Targeted Progress; Letting Go; Index

Sommario/riassunto

How new membership models can help associations survive and thrive in today's evolving environment The era when associations could count on members joining and renewing, even with a relatively unchanging menu of membership benefits, has passed. No, membership is not dead, argues author Sarah Sladek. But associations do need to change their thinking and their models. In *The End of Membership As We Know It: Building the Fortune-Flipping, Must-Have Association of the Next Century*, Sladek offers practical, proven ways that associations can respond to changes affecting participation such as the ge
