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Autore	Cox John B.
Titolo	ASAE handbook of professional practices in association management / / John B. Cox, FASAE, CAE, founding executive editor and contributing author, Susan S. Radwan, SMP, ARM, CAE, executive managing editor, and contributing author
Pubbl/distr/stampa	San Francisco, California : , : Jossey-Bass : , : ASAE, , 2015 ©2015
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Descrizione fisica	1 online resource (675 p.)
Collana	ASAE-Wiley Series
Disciplina	060.68
Soggetti	Associations, institutions, etc - Management Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Includes index.
Nota di contenuto	Cover; Title Page; Copyright; Contents; Preface; Acknowledgments; Chapter 1 A Prescription for a Successful CSE; What Does an Association Buy in a CSE?; Unique Position; Board Partner; Changing CSE Role; Deliver Results; Beacon to Others; Emotional Intelligence; Think Like a CSE: How You Think Is How You Lead Is How You Act!; Successful CSEs Master Systems Thinking; Leadership to Successful Strategy; Communicating; Delegating; Managing Growth and Change; Aligning with Mission; Creating a Learning Organization; The CSE Sequence of Thinking; Scan; Plan; Implement; Evaluate; The Future The Authors Chapter 2 Mission; Revisiting Mission; Mission and Leadership; Aligning Mission with Work; The Changing World of Mission and Leadership; The Board and the Mission; Mission of the Future; Responsiveness + Resolution = Return Member; Notes; The Author; Chapter 3 Management; Management of Associations Compared with Nonprofits and Corporations; How Boards Affect Association Management; The Role of the CSE; Association Management Models; Alignment and Execution of Operations with Mission, Goals, and Core Competencies MCA Vision: Metal Is the Construction Material of Choice for the Building Envelope Board Meetings Focused on Strategic Objectives;

Establishing and Managing to Performance Metrics; Succession Planning to Ensure Continuance of Progress to Goals; Volunteers; CSEs and Senior Staff; Systems to Promote Innovation, Management to Goals, and Adaptability; Human Capital Management; Notes; The Author; Chapter 4 Managing the Complex Association Enterprise; Mergers; The Manager; Making Sense of Complexity; The Enterprise; The Tools; Integrated Dashboard; The Lenses; The Enterprise Coordinating Body Engaging, Sensing, and Responding Notes; The Author; Chapter 5 Business Models and Economic Drivers; Business Model Defined; The Association Business Model; Reimagining the Association Business Model; Examples of Emerging Business Models; Freemium; Moving from Membership to Cause-Based; Leveraging Certification; Quality as a Business Driver; The Association as Market Creator; The Business of Big Data; Converting Your Network and Knowledge into Consultative Resources; Knowledge Management and Content Strategy; The Power of Globalization

Considerations in Business Model Assessment and Development Conclusion; Notes; The Author; Chapter 6 Identity and Branding; The CSE's Role in Branding; Branding Is Dead; Long Live Branding; Seize the Opportunities; Technology Changes the Playing Field; Communication Defines the Relationship; Speaking of Engagement . . . ; Assessing Brand Effectiveness and Equity; Predictors of Behavior; Branding Is Everyone's Responsibility; The Rules; Consistency Still Matters; Embrace the Mission; Be Authentic and Deliver Real Value; Ask Five Key Questions; The Care and Feeding of the Brand Is Everyone's Job

Utility, Utility, Utility

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#### Sommario/riassunto

A new edition of one of the flagship books for CAE preparation The ASAE Handbook of Professional Practices in Association Management covers the core functions of association management at a high but practical level, making it a go-to resource for professionals who are leading and managing membership organizations and those preparing for the Certified Association Executive (CAE) credential. Now in its third edition, this core text in the ASAE association literature offers practical, experience-based insights, strategies, and techniques for managing every aspect of an association or membership organization

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2. Record Nr.	UNINA990003759280403321
Autore	Malatini, Franco
Titolo	Cinquant'anni di teatro radiofonico in Italia. 1929-1979
Pubbl/distr/stampa	Torino, : Eri, 1981
Descrizione fisica	173 p. ; 23 cm
Collana	La rete ; 11
Disciplina	791.44
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Collocazione	A/ MAL 2 791.44 MAL 1
Lingua di pubblicazione	Italiano
Formato	Materiale a stampa
Livello bibliografico	Monografia