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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
