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ISBN	1-118-90108-8 1-118-83417-8 1-118-83398-8
Descrizione fisica	1 online resource (176 p.)
Collana	ASAE/Jossey-Bass Series
Altri autori (Persone)	ByersMary, CAE.
Disciplina	340.023 340.023/73
Soggetti	Success in business Associations, institutions, etc - Management
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	The New normal -- Build on strength -- Assessing strengths -- Concentrate resources -- The concentration decision -- Fir : integrating programs and services -- Capitalizing on fit -- The Lean association : aligning people and processes efficiently -- Understanding and reducing waste -- Purposeful abandonment -- CEO and board roles (and potholes) on the road.
Sommario/riassunto	Help move your organization to greater discipline, focus, and value Association leaders must be disciplined strategists, focusing the organizations they serve on value they can deliver and structuring accordingly to compete in the ""new normal."" Road to Relevance is the follow-up and complementary companion to the bestselling Race for Relevance: 5 Radical Changes for Associations, which identified six challenges that forever changed the association environment and five needed changes. Authors Harrison Coerver and Mary Byers, CAE, provide real insight into how to adapt the strategies of Road