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Associated Builders and Contractors (ABC); International Association of Administrative Professionals (IAAP)  
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Appendix A: Profiles of Remarkable Associations; AARP; American College of Cardiology; American Dental Association; Associated General Contractors of America; Girl Scouts of the USA; National Association of Counties; Ohio Society of Certified Public Accountants; Radiological Society of North America; Society for Human Resource Management;  
Appendix B: Financial Ratio Comparisons; Appendix C: Research Methodology, Timeline, and Tools; Research Methodology; Making the Lists; Data Gathering and Analysis; Probability Versus Proof  
Research TimelineResearch Tools; Complete List of Documents Requested; On-Site Interview Questions; Vision, Mission, and Purpose; Markets, Competitors, and the Environment; Organizing Arrangements; Use of Technology; Business Strategy/Strategic Process; Products and Services; Leadership; Culture and Community; Financial Issues; Physical Setting and Location; Public Policy; Follow-up Interview Questions for CEOs; Team Dossier; Appendix D: Frequently Asked Questions; Appendix E: How to Measure the Measures; Measure 1: A Customer Service Culture; Potential Measurement Methods  
Measure 2: Alignment of Products and Services with MissionPotential Measurement Methods; Measure 3: Data-Driven Strategies; Potential Measurement Methods; Measure 4: Dialogue and Engagement; Potential Measurement Methods; Measure 5: CEO as Broker of Ideas; Potential Measurement Methods; Measure 6: Organizational Adaptability; Potential Measurement Methods; Measure 7: Alliance Building; Potential Measurement Methods; Appendix F: Participating Organizations; Contributors; Acknowledgments; Donors Acknowledgment; Index

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## Sommario/riassunto

ASAE's signature guide for successful associations, revised and updated  
This update of ASAE's all-time bestseller retains the original book's focus on the disciplines that define remarkable associations and provides some insights on how those remarkable organizations fared in light of the economic challenges in the intervening years since the original publication was published. Based on 15 years of data and original, objective research tailored to the association community's needs, 7 Measures of Success provides empirical data and seven success factors common among vision

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