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Books | Mary Byers, CAE

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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 to

Relevance to your organization's circumstances. Clearly explaining the five key strategies, the authors show you how to: Identify strengths that deserve a concentration of resources Achieve a coordinated product and service portfolio Root out marginal or underperforming activities that are negatively impacting your organization Case studies, adaptable examples, and provocative questions help you use the insights from Road to Relevance to lead your organization to an ever-more-valued, sustainable, and relevant future.

Strategies for setting your association apart in today's socially enabled world Access to information is instantaneous. Social tools put professional networks within arm's reach. What are the leadership strategies that will allow your organization to create and support differentiating value and nurture ongoing relationships with your members? In *Return on Impact: Leadership Strategies for the Age of Connected Relationships*, Nour charts the implications of a socially enabled world and the reinvention—in structure and governance, talent acquisition, listening practices, and business and revenue models—that leaders of organizations must undertake to fuel growth in the next decade. More than another tactical book on social media or particular networking tools, *Return on Impact* is a strategy resource for associations designed to show you what will set your association or membership organization apart. Written by business-relationship expert David Nour, author of the bestselling *Relationship Economics* Created in association with the ASAE Foundation Provides specific strategy and practical models Covers structure and governance, talent acquisition, listening practices, and business and revenue models *Return on Impact* hands leaders the tools that associations and other membership organizations can wield in order to harness the opportunities of the socially enabled world and ensure their growth in the coming times.

In an effort to rethink the left, this interdisciplinary collection weaves together some of today's most powerful voices in contemporary left critical thought as they examine the fragmentation of American movements for social change, evaluate what critical scholarship might contribute to the task of renewing (or creating) a more unified and efficacious left, and explore the left's possibly inadequate dealings with many marginalized groups. Representing a diverse range of theoretical perspectives within several "textual" disciplines, the essays assess historical, practical, or speculative models for a "whole left"—a left constituted by a broad range of complexly interwoven interests, including issues of class, environment, gender, sexuality, disability, race, and ethnicity. The book exemplifies the struggles of scholars to work toward a more shared agenda for social change.

As more associations struggle with limited professional development funding, the opportunities for library and information experts to advance their skills are being examined in a more effective and cost-efficient manner. *Revolutionizing the Development of Library and Information Professionals: Planning for the Future* examines the future of library professional development by investigating the aspects that make these development events worthwhile. This book is essential for library association personnel, educational institutions, and management personnel in large library systems to aid in determining future trends in professional development opportunities for their staff.

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. Organized into 35 chapters and presenting information based on experience and proven research into the skills and knowledge required for successfully managing an organization of any size, this book covers governance and structure, leadership processes, management and administration (including finance and human resources), internal and external relations, programs and services, and much more. This new edition incorporates increased emphasis on the c-level judgment required of Certified Association Executives and CEO-aspirants, as well as more comprehensive coverage of essential functions such as planning. Covers the range of functions essential to managing an association Serves as a flagship handbook for CAE prep and is one of only five designated "CAE Core Resources"; new edition is applicable to prep beginning with the May 2015 CAE exam Information is relevant and applicable to students and professionals alike Edited by the founding editor of *Professional Practices in Association Management* and a CAE instructor with more than 30 years of experience in preparing CAEs Put the experts to work for you with this essential resource—written by association professionals and experts with 300 years of cumulative experience!

The ASAE CAE preparation guide featuring 100 examquestions This is the ASAE test prep resource for the CAE exam, which leads to certification as an association executive. *The ASAE CAE Study Guide (2015): Preparation Reference for the Certified Association Executive Exam + Practice Test Bank* is the only book with a practice exam based on actual questions released from the official CAE item bank. This edition reflects newly updated and revised job analysis study findings from the American Society of Association Executives (ASAE). In this book, you'll find everything you need to feel confident on test day, including high-level summaries of all the content covered in the CAE content outline's nine domains. In addition to easy-to-digest content sections, *CAE Study Guide (2015)* is full of indispensable resources for anyone preparing for CAE certification. The online practice exam includes 100 questions released from the official CAE exam database, and testing tips will orient you toward the most successful strategies. Comprehensive content summaries of all nine domains tested on the CAE exam Online practice exam consisting of 100 questions drawn from the CAE test item database, plus answer key Preparation resources

including recommended reading, key definitions, self-assessment, CAE study questions, and more Exam day readiness tips and suggestions for creating a study plan, focusing on difficult areas, and reducing test anxiety Beginning with the May 2015 CAE exam, the CAE Commission will implement its revised CAE test based on the updated content structure. CAE Study Guide (2015) is a terrifically useful resource for anyone seeking CAE certification.

The Intrepid Nonprofit is a playbook for nonprofit leaders to help them navigate the turbulent environment ahead. It examines difficult challenges facing nonprofits, such as shrinking or stagnating revenue sources, technological change, under-performing boards, staff turnover, mission drift, or measuring intangible results. Drawing insights from organizations that have not only prospered but sometimes achieved outstanding results, the book outlines practical strategies for success, including some out-of-the-box approaches to leadership. It also calls upon governments and foundations to do more to support the sector. Tomorrow's nonprofit leaders will have to be intrepid-resolute, imaginative, adaptable, and courageous. This book will inspire and sustain them when the going gets tough.

The updated and expanded ASAE guide to membership fundamentals Membership Essentials is the American Society of Association Executives' flagship guide to all aspects of membership development, recruitment, and retention. One of the five core topics for CAE preparation, membership is a fundamental area central to the role of membership director and association leader. This book is a comprehensive exploration of all aspects of membership, from engagement theory, to membership functions, to infrastructure, and much more. This new second edition has been updated with the most current practices, and includes expanded coverage of value proposition, strategic planning, model development, staff leadership, legal considerations, and other important topics that have come to the fore since the book's initial publication. Environmental factors and sustainability, governance, globalization, online communities, and the role of volunteers are discussed in greater depth, alongside foundational concepts that association leaders must understand to fill the role effectively. This book reflects the experience and expertise of thought leaders from a range of associations—small, large, local, regional, national, and global—and represents the ASAE's fundamental body of knowledge on membership topics, and provides an invaluable resource for those preparing for or already in association leadership positions. Engage members more fully in the evolving membership environment Develop models and strategies for relationships, engagement, and affiliation Explore ways in which the web and social media can benefit your membership Examine the implications of globalization and the related relational models The ASAE is comprised of over 21,000 association executives and industry partners from more than 10,000 organizations from around the world. The concepts presented in this book have been proven time and time again, and serve as a global template for membership management. Whether you're preparing for the CAE or striving to provide better association leadership, Membership Essentials is the resource you need at the ready.

Featuring analysis of cutting-edge healthcare issues and first-person stories, Policy & Politics in Nursing and Health Care, 7th Edition is the leader in helping students develop skills in influencing policy in today's changing health care environment. Approximately 150 expert contributors present a wide range of topics in this classic text, providing a more complete background than can be found in any other policy textbook on the market. Discussions include the latest updates on conflict management, health economics, lobbying, the use of media, and working with communities for change. With these insights and strategies, you'll be prepared to play a leadership role in the four spheres in which nurses are politically active: the workplace, government, professional organizations, and the community. Comprehensive coverage of healthcare policies and politics provides a broader understanding of nursing leadership and political activism, as well as complex business and financial issues. Taking Action essays include personal accounts of how nurses have participated in politics and what they have accomplished. Expert authors make up a virtual Nursing Who's Who in healthcare policy, sharing information and personal perspectives gained in the crafting of healthcare policy. Winner of several American Journal of Nursing "Book of the Year" awards! NEW! Nine new chapters ensure you have the most up-to-date information on key topics such as ethical dimensions of policy and politics, patient engagement, public health, women's reproductive health, emergency preparedness, new health insurance exchanges, and much more. NEW! The latest information and perspectives are provided by nursing leaders who influenced health care reform, including the Affordable Care Act. NEW! Emphasis on evidence-based policy throughout the text. NEW! A list of web links is included in most chapters for further study.

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