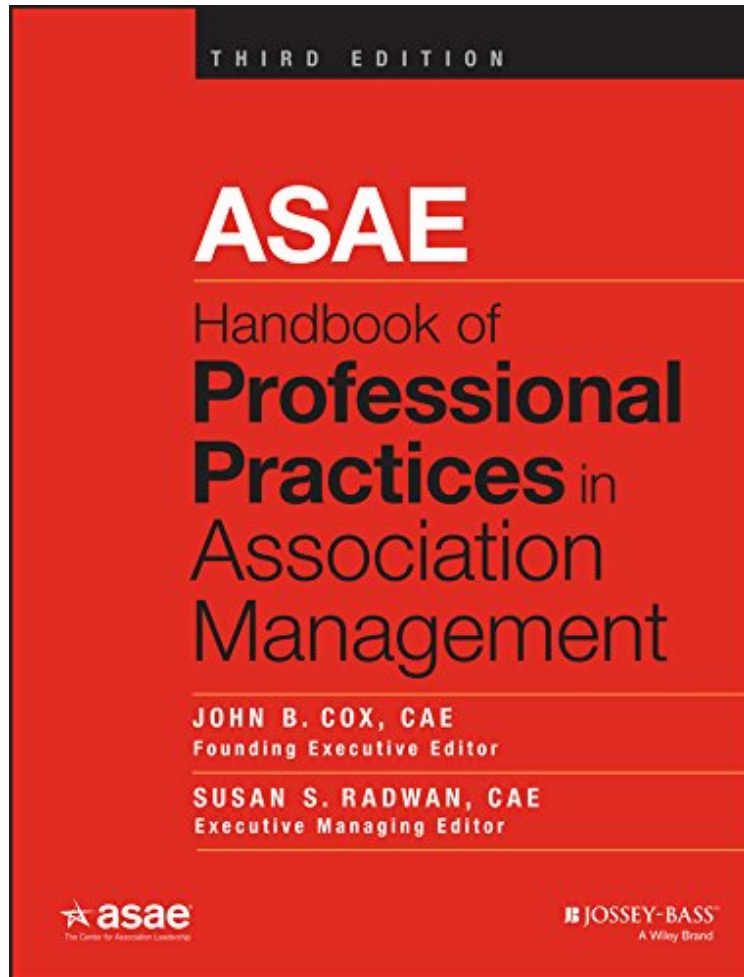


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# ASAE Handbook of Professional Practices in Association Management

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**From Jossey-Bass : ASAE Handbook of Professional Practices in Association Management** before purchasing it in order to gauge whether or not it would be worth my time, and all praised ASAE Handbook of Professional Practices in Association Management:

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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!

From the Inside Flap Almost 20 years ago, Professional Practices in Association Management was conceived as the one-stop guide for anyone studying for the Certified Association Executive (CAE) exam. It has indeed become the go-to resource for just this purpose; it remains one of only five CAE Core Resources specified by ASAE: The Center for Association Leadership. In this Third Edition, it has been further expanded to appeal to a range of readers, including not only CAE aspirants but current and aspiring chief staff executives looking for an overview of the association management field. The field of nonprofit and membership organization leadership embraces a wide range of functions and professional titles. Research has shown, though, that the specific knowledge and skills contained in this book are required for successful management of any organization. In this edition, the editors and contributing authors redouble their emphasis on the chief staff executive (CSE) perspective. The most successful association managers know how to think like a CSE, even if they officially fill a different role. Through this CSE-oriented approach, ASAE Handbook of Professional Practices in Association Management aims to make executives better across all functional areas of association management. In an unpredictable economy, it is even more crucial to have a firm grasp on the business of running an association. An understanding of business topics from tactical planning to effective risk management is absolutely crucial for leaders who hope to ensure that their organizations thrive despite uncertainty. This new edition of Professional Practices in Association Management has an ever stronger focus on these important issues, in alignment with ASAE's recommendations. In the world of membership-based organizations, there is often an aversion to talking about money, but successful leaders cannot let matters of budget go undiscussed. Contributors to this ASAE Handbook discuss financial management and creating organizational alignment at a time when having a strong budget is so important. This new edition features: New content on the business side of association management, including financial planning, strategy, and risk management The latest understanding of how technology impacts the association executive or manager's role from social media and market identification to new legislation and regulatory concerns Increased emphasis on the chief staff executive (CSE) perspective; helpful to leaders in all specialties in understanding how to manage any program, project, or organization Experience-based insights into strategic planning as an ongoing process of optimizing management and creating effective change Succeeding as an association executive is not always easy, but it is one of today's most rewarding and socially necessary roles. The experience- and research-based insights in this book speak at a practical level to both aspiring and experienced professionals. ASAE Handbook of Professional Practices in Association Management is, yet again, the definitive handbook for the profession. From the Back Cover Praise for ASAE Handbook of Professional Practices in Association Management, Third Edition "As the quintessential 'go to' resource for association executives for nearly 20 years, Professional Practices, now in this updated version, really packs a punch! Comprehensive and relevant to the wide range of functions carried out by today's most successful associations, this indispensable guide provides the know-how needed to lead a nonprofit organization and prepare for the CAE journey." —Debra N. McGuire, MBA, IOM, CAE, Chief Executive Officer, Michigan Academy of Family Physicians "Professional Practices is an essential asset for aspiring CAEs, and it offers valuable perspectives for all of us as we consider best practices throughout our organizations." —R. Norris Orms, FACHE, FASAE, CAE, Executive Vice President and COO, HIMSS "Comprehensive and practical, this edition of Professional Practices effectively covers the wide range of functional mastery needed by any executive or manager working in association management, through the lenses of accomplished professionals in the field. A winning combination by anyone's standards." —G. A. Taylor Fernley, President CEO, Fernley Fernley, Inc. "ASAE's Professional Practices in Association Management was a 'must read' when I was preparing for the CAE exam, and remains a tremendous resource covering all we do in association

management." —Paul A. Markowski, CAE, Chief Executive Officer, American College of Chest Physicians  
"Professional Practices in Association Management serves as the main textbook for the Introduction to Association Management course I teach at a local college. The wide-ranging and relevant experience of the authors has pulled together the most comprehensive body of knowledge for association professionals new to the field. The best practices and strategies provide key insights into the challenges faced in association management while presenting the process for delivering solutions." —Amy E. Lestition, CAE, Associate Vice President, Coulter  
About the Author  
JOHN B. COX, CAE, was an ASAE Fellow who served twice on that organization's board of directors. He had a three-decades-long career in association management, including numerous executive and managerial roles. SUSAN S. RADWAN, CAE, is owner of Leading Edge Mentoring, a consulting firm that specializes in governance and leadership issues. She has served the association industry since 1985 in roles as a teacher, facilitator, and executive staff person.