



ASAE Handbook of Professional Practices in Association Management

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ASAE Handbook of Professional Practices in Association Management

ASAE Handbook of Professional Practices in Association Management **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

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