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Race for Relevance

provides a no-nonsense look at

today's realities and

how associations

operate and what they

need to do to remain

relevant in the future

Based on more than 40

years of combined

experience working

with more than 1 000

organizations the

authors examine 5 key

areas where the

traditional approach

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that organizations have taken in the past needs to be altered The 5 key areas of change are -

Overhaul the governance model and committee operations and get the right people focused on ...

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Harrison, Byers, Mary.

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provides a no-nonsense look at today's realities and how associations operate and what they need to do to remain relevant in the future. Based on more than 40 years of combined experience working with more than 1,000 organizations, the authors examine 5 key areas where the...

Race for Relevance: 5 Radical Changes

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for Associations by

...Radical Changes

Race for Relevance

provides practical

advice and tools to

assess and make

radical changes to your

association in order to

thrive in any

environment. Some

interesting ideas, but

some I disagree with. If

you are in association

management, this is a

good read. Good points

of how associations are

changing.

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Race for Relevance: 5 Radical Changes for Associations by

...

Race for Relevance: 5 Radical Changes for Associations provides a bold, no-nonsense look at the realities of today's marketplace—and what it will take for associations to prosper tomorrow. This is a book about fundamental changes

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in the way we think about association governance and management. It proposes five radical changes:

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Race for Relevance provides a no-nonsense look at today's realities and how associations operate and what they need to do to remain relevant in the future.

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Based on more than 40 years of combined experience working with more than 1,000 organizations, the authors examine 5 key areas where the traditional approach that organizations have taken in the past needs to be altered.

Race for Relevance: 5 Radical Changes For Associations

Harrison Coerver,
President of Harrison

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Coerver & Associates, is an internationally-recognized consultant, speaker and co-author of the bestselling books Race for Relevance: 5 Radical Changes for Associations and Road to Relevance: 5 Strategies for the Competitive Association. Since 1985, Harrison has consulted over 1,200 associations in strategy, planning,

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**Race for Relevance |
Wiley Online Books**

Race for Relevance: 5
Radical Changes for
Associations by
Harrison Coerver and
Mary Byers. This book
is about improving the
function and
management of an
organization. I found
that it forced me to
rethink the way the
organizations I am

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involved with do
business. The basic
premise of the book is
that the business
climate has changed
dramatically over the
past 20 years and most
associations and
nonprofit organizations
have not.

**Book Review: Race
for Relevance: 5
Radical Changes for**

...

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associations. [Harrison
Coerver; Mary Byers]--

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provides a no-
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- Sept. 3 2013. by

Harrison Coerver

(Author), Mary Byers

(Author) 4.4 out of 5

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associations. [Harrison

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CAE.; American Society
of Association
Executives.; Center for
Association

Leadership.] -- Race for
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Our keynote speaker

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was Mary Byers, author of several books about associations, *Race for Relevance: 5 Radical Changes for Associations and Road to Relevance*. I have read both of these books, along with many others, about the evolution underway for associations, and from each I receive insightful and thoughtful information to ponder throughout my days and nights.

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(ASAE/Jossey-Bass
Series) Hardcover - 15
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Coerver (Author), Mary
M. Byers (Author)

Race for Relevance: 5 Radical Changes for Associations ...

With our professional
approach and
customized programs,
you'll benefit from

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proven methods and best practices that will prepare your association to succeed.

Race for Relevance: Home

Mary helps associations remain relevant in an increasingly competitive environment. The author of Race for Relevance: 5 Radical Changes for Associations and Road

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to Relevance: 5

Strategies for

Competitive

Associations, she's

worked with a wide

variety of associations

(both individual

membership and trade

groups) and helps

volunteer leaders and

staff alike create a

viable and sustainable

future.

Mary Byers, CAE |

Speaker, Author,

Facilitator,

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Consultant

Road to Relevance is the followup 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.

Road to Relevance:

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5 Strategies for

Competitive

Associations

Speaker. Facilitator.

Consultant. Author of

Race for Relevance: 5

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Mary Byers, CAE,

CSP - Owner - Mary

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and Expo: Race for

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Dec 5, 2012 12:00 AM
(CT) Ends: Dec 6, 2012
12:00 AM (CT)

December 5, 2012 5 to
7 pm Pre-event VIP
Reception with special
guest Mary Byers
(separate registration
fee required)

December 6, 2012 8 to
10 am Expo and
Holiday Brunch ...

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