



## **7 Measures of Success: What Remarkable Associations Do That Others Don't**

*American Society of Association Executives (ASAE)*

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**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 visionary nonprofits. Turn your organization from ordinary to extraordinary and discover how to:

- Inspire a customer service-oriented culture
- Align products and services with your mission
- Process feedback from members and use the data to deliver results
- Take actions that position your organization to adapt quickly

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