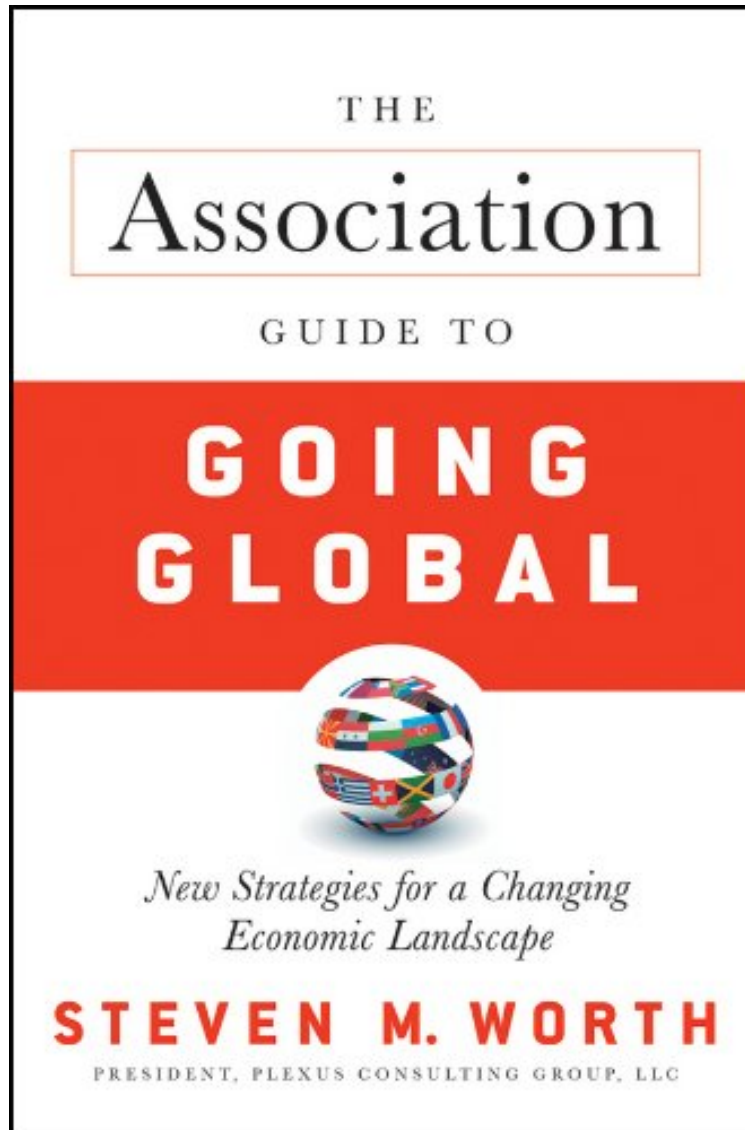


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The Association Guide to Going Global: New Strategies for a Changing Economic Landscape

Steven Worth

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Steven Worth : The Association Guide to Going Global: New Strategies for a Changing Economic Landscape before purchasing it in order to gage whether or not it would be worth my time, and all praised The Association Guide to Going Global: New Strategies for a Changing Economic Landscape:

1 of 1 people found the following review helpful. Must read for association's dealing with global growthBy Tressa GouldingThis book was recommended to me as I was setting up a one-day meeting for a medical association to create a plan for dealing strategically with burgeoning interest and growth from outside North America. By the time I was

half way through it, I had recommended it to our president and the retreat facilitator. The president read it and promptly asked me to order copies for all the members who would be at the retreat. As a result, members came to the meeting with a much better understanding of challenges, opportunities, and key considerations that we would need to work through. It is obvious that Mr. Worth has not only studied this topic, but also speaks from extensive experience. He knows his subject and presents it clearly and concisely. Even our non-US attendees referred throughout the meeting to ideas and suggestions from the book. It helped us set up the agenda and I'm confident that we accomplished much more in our eight hour day than we would have without it. I recommend it highly to other associations that are struggling with the exciting but intimidating fact that the world IS becoming smaller and it will be increasingly difficult for organizations to prosper if they don't think carefully about how they respond.

Tressa Goulding, CAE, CMP1 of 1 people found the following review helpful. Every business needs this book!

By Dianne Hobbs

A very well written study of the evolving business environment and how all companies can survive, thrive, and expand their presence in the fast changing global marketplace. While the focus of Mr. Worth's book is directed at the impact of globalization on professional associations, I found the information in this book to be applicable to all companies, whether they are profit or non-profit based. The applications and principles presented in this book can be put to work for any company already operating in a global market or contemplating entry into an offshore market regardless of their product, service, or business model. I recommend this book to anybody looking to expand their presence in the world.

1 of 1 people found the following review helpful. A Stimulating Explication of Why and How to Adapt to a Dynamic International Context

By Penchant For Pan-Global Progress

Some points I found especially compelling in the The Association Guide to Going Global's discussion of globalization's evolution and role in organizations: (1) the need for nonprofits to shift from investing in increased membership to investing in understanding and tailoring to the changing markets they've entered or plan to enter; (2) the need for recognizing and meeting unique opportunities that have arisen due to the very trend of globalization; (3) the value in learning about and reaching out to relevant organizations that already exist and may even be flourishing in their markets; (4) the value in exploring government programs that may bolster financially a nonprofit's tenure in a desired market and even lead to a symbiotic relationship between government and nonprofit initiatives; (5) the importance of a nonprofit's balance between inward-looking and outward-looking; (6) the paradox that going global means going local, and the implications for strategy; (7) the notion that globalization enables the proliferation of individual expression rather than the melding of such differences into a generic whole; (8) the fact that globalization implies more choices; (9) the three vital components of sustainable international leadership; (10) the utility of hashing out as relevant and specific questions as possible both for market research and for partnership research; (11) consideration of the fact that association membership-building (and resulting dues) cannot, alone, be expected to secure an organization's revenue streams; (12) the integral role that attention to cultural characteristics, foreign language, and body language plays in informing communication, negotiation, and decision-making; and (13) the indisputable roles that China's and India's (as well as Brazil's and Russia's) markets must play in organizations' plans for global expansion.

The book's reflections on the importance of innovation, imagination, and flexibility in the context of an increasingly globalized world resonated with me most. I felt inspired by examples of creative solutions at various levels of organizations (such as AOCFI's decision to rewrite its bylaws in order to adapt to changing demands). I thoroughly enjoyed reading this book, and I felt that its themes and analyses were absolutely thought-provoking.

L.B.A., Washington, D.C.

Why going global is critical-and inevitable-for your association's growth and survival

Multiple case studies of associations that have entered the global arena will be included. The Association Guide to Going Global demonstrates how many associations have used globalization to their advantage, finding that increasing their reach and influence on an international scale has allowed their organizations continued success. Underscores how the advantages of changes outweigh the risks

How adapting to new market trends is an act that cannot, and should not, be avoided

Offers a problem-solution guide to potentially intimidating questions about the process

Explains how small associations may often have an advantage over large corporations due to flexibility

Coverage features topics including an overview of problems encountered, structure, funding/financing, language and culture, endeavors in specific countries, successes and failures, and what it means to truly become global. Avoid mistakes made by other organizations by going global and ultimately following the paths of those who accomplished their goals.