



# **Return on Impact: Leadership Strategies for the Age of Connected Relationships (ASAE/Jossey-Bass Series)**

*David Nour*

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**Strategies for setting your association apart in today's socially enabled world**

Access to information is instantaneous. Social tools put professional networks within arm's reach. What are the leadership strategies that will allow your organization to create and support differentiating value and nurture ongoing relationships with your members? In *Return on Impact: Leadership Strategies for the Age of Connected Relationships*, Nour charts the implications of a socially enabled world and the reinvention—in structure and governance, talent acquisition, listening practices, and business and revenue models—that leaders of organizations must undertake to fuel growth in the next decade.

More than another tactical book on social media or particular networking tools, *Return on Impact* is a strategy resource for associations designed to show you what will set your association or membership organization apart.

- Written by business-relationship expert David Nour, author of the bestselling *Relationship Economics*
- Created in association with the ASAE Foundation
- Provides specific strategy and practical models
- Covers structure and governance, talent acquisition, listening practices, and business and revenue models

*Return on Impact* hands leaders the tools that associations and other membership organizations can wield in order to harness the opportunities of the socially enabled world and ensure their growth in the coming times.

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