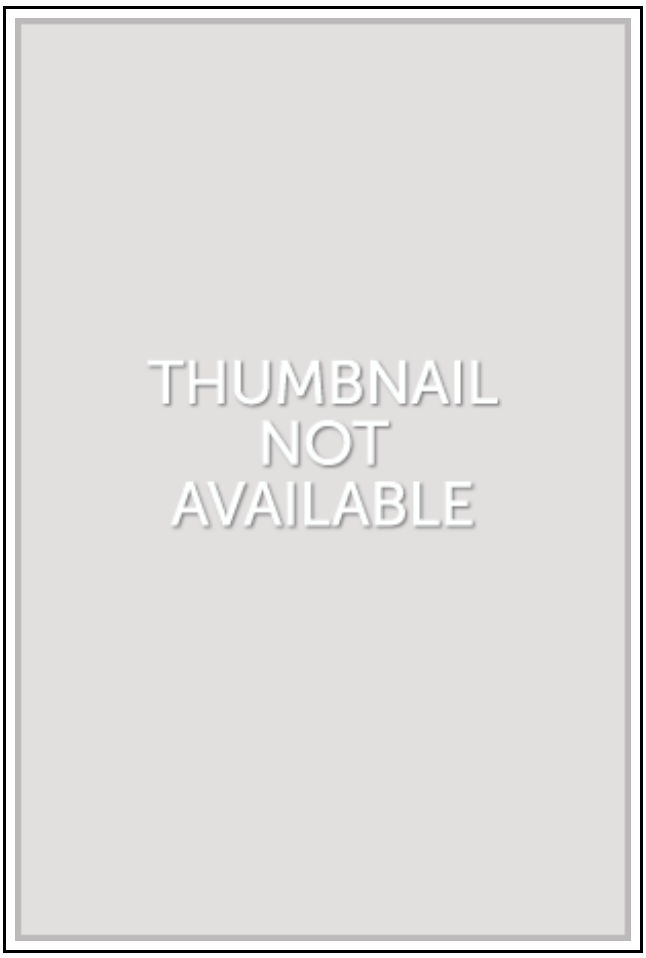
Making Clubs Work: A Practical Guide to Creating Successful Clubs, Societies and Other Membership Organisations



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Reviews

This is an amazing book that I actually have actually read through. I am quite late in start reading this one, but better then never. You will not truly feel monotony at anytime of the time (that's what catalogs are for concerning should you ask me).

(Scottie Schroeder DDS)

MAKING CLUBS WORK: A PRACTICAL GUIDE TO CREATING SUCCESSFUL CLUBS, SOCIETIES AND OTHER MEMBERSHIP ORGANISATIONS

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SRA Books. Paperback. Book Condition: new. BRAND NEW, Making Clubs Work: A Practical Guide to Creating Successful Clubs, Societies and Other Membership Organisations, Brad Parkes, As anyone knows who has tried to organise any sort of group, from a book club to the National Trust, from a scout troop to a business networking group, it is an enterprise fraught with challenges - acquiring members, involving members, retaining members, keeping the organisation focused, functioning and vibrant - none of this is easy. Brad Parkes has been involved with membership organisations at the highest levels for a number of years, and has developed a number of tried and tested strategies and approaches which, when applied, will help any membership organisation to flourish. A skilled and much sought-after speaker, Brad presents his ideas in a lively and attractive way, using a threefold approach - through the story of a young man, Billy, just starting out on his career, his boss and mentor Alex, and a cafe called Archie's; through case studies and real-life examples; and, finally, through suggestions, hints and tips to apply in order to a membership organisation successfully. It is Brad's great belief that membership organisations play an incalculably valuable role in providing individuals with a sense of belonging, a place and a purpose, and that, in today's increasingly fragmented society, it is crucial that membership organisations of all sorts and sizes survive and thrive.

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