# END OF MEMBERSHIP AS WE KNOW IT



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# The End of Membership as We Know It Building the Fortune

Membership is not dead as author Sarah Sladek so eloquently argues in The End of Membership As We Know It. But you do need to change your thinking and your models to adapt to the way participation is changing as a result of the generational shifts in the workforce, social changes, and the technology-eased access to content and community.

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The End of Membership as We Know It In her book, The End of Membership as We Know It, Sarah Sladek, makes important points based on best practices in membership marketing -- that membership professionals should take to heart in order to grow a successful program.

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Perhaps we should follow the suggestions and approaches to ensure the success of our organization. At the very least, we need to consider how we are going to deal with the decline in membership. I would be interested in responses to this book review.

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#### The End of Membership As We Know It by Sarah L Sladek

Your readers might be interested to also know the job sector of membership association as defined by the U.S. Bureau of Labor Statistics has a median employee age of 48.6. This is the 14th oldest category out of 322 jobs. http://ebookslibrary.club/download/The-End-of-Membership-As-We-Know-It-by-Sarah-L--Sladek.pdf

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Concerned about declining engagement in our nation's membership associations and workplaces, Sarah Sladek founded the nation's first future-focused training and consulting firm in 2002. In addition to being the founder and CEO of XYZ University, Sarah is a leading researcher of demographic shifts and trends in membership and workforce engagement.

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