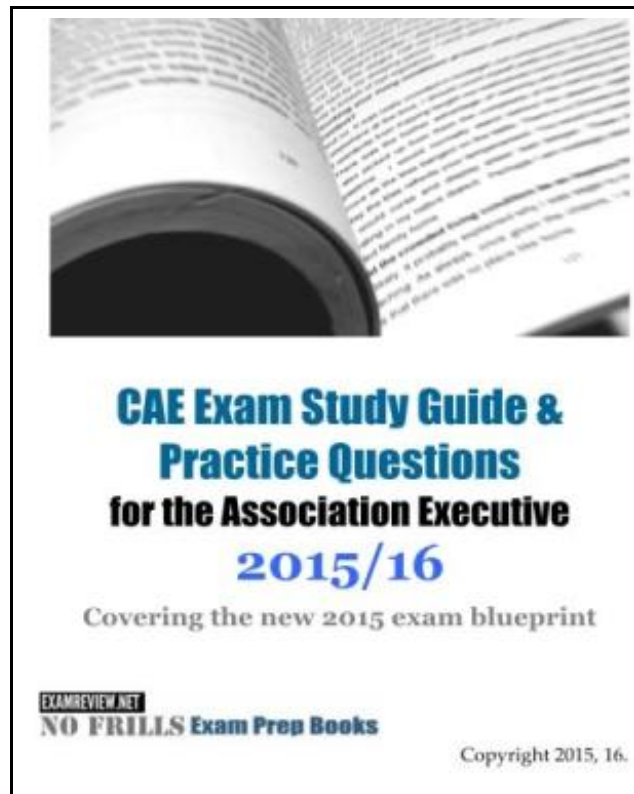


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Createspace Independent Pub, 2015. Paperback. Book Condition: New. Large Print, Study Guide. 248 x 203 mm. Language: English . Brand New Book. The new 2015 CAE exam blueprint is released. This book covers the new blueprint, which has become effective in May 2015. You can think of this new blueprint as a major reorganization of the knowledge domains. The new blueprint has topics classified under these major domains: Strategic Management Governance and Structure Membership Development Programs, Products, and Services Leadership Administration Knowledge Management Research Public Policy, Government Relations, and Coalition Building Marketing, Public Relations, Communications Some questions are quite subjective. You want to be very careful with those concerning governance, management and leadership. The chief staff executive (CSE) is a paid position which requires one to play a vital role in minimizing the risks and obstacles involved in running an association. When you answer the exam questions you take the point of view of a CSE unless otherwise specified. An association executive has to provide guidance and leadership to the board of directors. He/she has to implement decisions made by the board and oversee the "day to day" operations within the parameters established by the board of directors. He/she must follow the guidelines of all federal state laws, community documents and board direction, and must maintain a successful and long-lasting working relationship with the board and other members of the association. Know the ASAE code of ethics. Download the latest version from the ASAE web site. You need to be able to tell what is right and what is wrong.



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