



## The Informed Association: A Practical Guide to Using Research for Results

By Sharon Moss, Sarah Slater

Association Management Press, U.S. Paperback. Book Condition: new. BRAND NEW, The Informed Association: A Practical Guide to Using Research for Results, Sharon Moss, Sarah Slater, The Informed Association: A Practical Guide to Using Research for Results will help you understand the importance of data-based decision making and the limitations of the data; making it more important than ever to know what the right questions are to ask and how to gather data in a way that will be meaningful and useful. Gaining knowledge through research will let you prioritise investments and resources for success in a competitive environment. Outlining all the essential principles you'll need to consider to get started through research design phase and implementation, you'll get all the insight you need to create a well-thought-out research plan. With detailed definitions, example charts, and case-studies throughout to help illustrate how associations can and have used research to help move themselves forward in an every-day environment, this is truly a resource that will give you guidance. Throughout the guide you'll learn: Why we use data to make decisions When to say "no" to a research project How to manage the research process internally or through a vendor How to create and develop a research...



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