



Environmental Scanning for Associations: The Everyday Guide to Capturing, Analyzing, and Interpreting Strategic Information

By James Dalton, Alan Balkema

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Environmental scanning is more than reading news sources and writing reports about the activity, and it's more than an exercise undertaken leading up to a strategic-planning session. Done well, environmental scanning--the monitoring, interpreting, and acting on trends and conditions affecting your industry, profession, and association--draws a community into a thoughtful and ongoing discussion about how the environment is changing and what that means for the future. The value, point out the authors of *Environmental Scanning for Associations* lies in a collaborative sense-making of the conditions in which an organization operates. Good environmental scanning becomes a basis for strategic action.

This book takes into account the organizational nature and unique conditions of associations and

- Lays out a framework that explains the basic elements of a scanning process for associations
- Explains the fundamental concepts that are critical to success when establishing a scanning process
- Provides illustrations and scanning reference tools from associations

Whether you are just beginning an environmental-scanning effort or you want pointers for improving your current activities, this guide is designed to help.

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- Rank: #2386058 in Books
- Published on: 2012-08-11
- Dimensions: 9.02" h x 5.98" w x .0" l, .0 pounds
- Binding: Paperback
- 104 pages

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