

# CAE Authoritative Literature List

(effective 2010)

This authoritative literature list has been compiled by the CAE Commission to reflect a body of literature that is aligned with the CAE examination content outline and would be useful in preparing to be a chief staff executive and for preparing to earn the CAE. The authoritative literature list is thoroughly reviewed and revised every five years in conjunction with the job analysis and exam content outline development. This list was developed in conjunction with the 2010 CAE exam content outline. The list is reviewed and recent references may be added to the list periodically.

While the literature should not be interpreted as constituting the sole source of all CAE examination questions, it provides clarification of the positions that may be tested and direction to resources that candidates may find useful when preparing for the examination. The authoritative literature list should not be construed as required reading. Each candidate should develop their own personal reading list and study plan based on their individual needs and knowledge.

For more information on the CAE program, please visit [www.whatiscaae.com](http://www.whatiscaae.com).

- **7 Measures of Success: What Remarkable Associations Do That Others Don't** Washington, DC: American Society of Association Executives, 2006.
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- Burnett, John. **Nonprofit Marketing Best Practices**, 2007.
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- Cox, John B., ed. **Professional Practices in Association Management, 2nd ed.** Washington, DC: American Society of Association Executives, 2007.
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- Levin, Mark. ***Millennium Membership: How to Attract and Keep Members in the New Marketplace.*** Washington, DC: American Society of Association Executives, 2000.
- Plexus Consulting Group, LLC. ***The Power of Partnership: Principles and Practices for Creating Strategic Relationships Among Nonprofit Groups, For-Profit Organizations, and Government Entities,*** 2008.
- Showalter, Amy. ***Creating and Managing an Association Government Relations Program, 2nd Edition.*** Washington, DC: American Society of Association Executives, 2009.
- Tecker, Glenn and Frankel, Jean S. and Meyer, Paul D. ***Will to Govern Well: Knowledge, Trust & Nimbleness.*** Washington DC: American Society of Association Executives, 2002.
- Tracey, Terri, and Kathleen M. Edwards, eds. ***Core Competencies in Association Professional Development.*** Washington, DC: American Society of Association Executives, 2005.