



Open Community: A little book of big ideas for associations navigating the social web.

Lindy Dreyer, Maddie Grant CAE

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Open Community: A little book of big ideas for associations navigating the social web. Lindy Dreyer, Maddie Grant CAE

Written for the complicated and quirky world of associations and membership organizations, Open Community is about how associations can—and why they should—build community online. Grant and Dreyer provide a practical analysis of the strategic, structural, and cultural issues membership organizations face when using social media to build community. <http://www.opencommunitybook.com>

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