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**September 18th 2007: Balancing the Tradeoffs and Making Judgment Calls for Different Strategies**

If you have ever been tempted to position your company as the one-stop-shop for your industry, you will want to log on to The Growth Strategist™ on Tuesday, September 18th, 2007. Host Aldonna R. Ambler, CMC, CSP will interview Chris Burkhard, CEO of the CBI Group, about the series of judgment calls that flow from that strategic decision. Learn how the metrics change. Hear the implications to internal systems and what is involved with the day to delivery on the promises made by ambitious account managers. Hear why this strategy involves constant vigilance, flexibility, and objectivity.



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