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WITH  
**SANJOG AUL**

**CIO Talk Network**  
**Wednesday at 7 AM Pacific**  
**March 18th 2009: Is IT a culprit or cure for "Revenue Leakage"?**

IT boosts productivity to make more money. IT allows efficiencies that save money. IT innovation creates topline growth. However, could IT cause "revenue leakage"? If so, under what circumstances? And what about IT creating the necessary plug for a "revenue leakage"?



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