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WITH  
**SANJOG AUL**

**CIO Talk Network**  
**Wednesday at 7 AM Pacific**  
**May 16th 2012: IT: Driving and Enabling Marketing and Sales Innovation**

As the economy improves, companies are jockeying for competitive positions and investing in top line growth initiatives, but business paradigms have changed. Are the old traditional marketing approaches up to the job of supporting these activities given the new paradigms? How do marketing activities need to change? Where can IT lead the way and support Marketing strategies effectively? How should IT realign itself to accomplish these goals?



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