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IN THIS ISSUE ...

- Get to know **Chris Payne**, Director of Market Strategy and Research at **Kodak**, as he shares his thoughts on creating a unified marketing and sales strategy
- Learn helpful **strategies for integrating sales and marketing processes**
- Analyze and overcome the **challenges of taking an innovation to market**
- Check out the new CMO Council study, **Driving the Bottom Line From the Front Line**

All this and more in our **June issue** >

[Editor's Cut](#) »

[Get To Know a CMO](#) »

[Including Sales in the Marketing Process \(and Vice Versa\)](#) »

[The Challenges of Taking Innovation to Market](#) »

[Driving the Bottom Line From the Front Line](#) »

[Participate in our Routes to Revenue Survey](#) »

UPCOMING EVENTS ...

Adding Dimension to Customer Retention:
A Business Gain from How You Retain webcast

Date: July 16, 2008

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