



# Top 5 reasons to attend

While at the **Smarter Commerce Global Summit 2012 Orlando**, you can enhance your skills as an innovative leader in your company. As a business leader or practitioner, you will learn how to:

- **Transform** marketing along the buyers' journey by applying science to the art of marketing
- **Optimize** the supply chain and seamlessly integrate with trading partner networks
- **Drive** customer-centric commerce across all channels
- **Fulfill** and service your customers to keep them satisfied and coming back for more

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**1 Receive access to the latest research.** Gain deeper knowledge from our CMO study.

**2 Get connected.** Attend special events for your peer group.

**3 Learn from the best.** Learn how some of the worlds largest companies are managing their increasingly complex systems.

**4 Develop cross-channel strategies.** Develop strategies to harness all digital channels.

**5 Gain insights.** Learn the visionary next steps that will push your organization beyond your competitors.

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