

From Stretched to Strengthened

Insights from the
Global Chief Marketing
Officer Study

Smarter business for a Smarter Planet:

Go inside the minds of over 1,700 CMOs.

What are the key trends that impact marketing today and have the potential to transform the discipline? How are marketing executives responding to the increasing influence of social media, big data and the escalating demands of more knowledgeable, empowered customers? How are they managing the digital transformation that is changing the way people communicate and interact?

To find out, IBM sought the perspectives of Chief Marketing Officers (CMOs) from around the world. We conducted more than 1,700 in-depth, face-to-face interviews with CMOs from companies of various sizes, across a wide range of industries and regions.

Our inaugural IBM Global CMO Study, the largest of its type ever undertaken, is the latest addition to the IBM C-suite Studies series, a comprehensive collection of thought leadership for senior business executives.

A smarter business needs smarter thinking.

*Get the insights from the 2011 IBM Global Chief Marketing Officer Study:
register at ibm.com/CMOstudy*



© Copyright IBM Corporation 2011

IBM Global Services
Route 100
Somers, NY 10589
U.S.A.

Produced in the United States of America
October 2011
All Rights Reserved

IBM, the IBM logo, ibm.com, Smarter Planet and the planet icon are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the Web at “Copyright and trademark information” at ibm.com/legal/copytrade.shtml

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products and services do not imply that IBM intends to make them available in all countries in which IBM operates.



Please Recycle

