



# Go inside the minds of over 1,700 CEOs.

## CEO C-suite Studies

### **Smarter business for a Smarter Planet:**

How are CEOs responding to the complexity of increasingly interconnected organizations, markets, societies and governments – what we call the connected economy? What specific changes do they plan to make within their organizations? Where do CEOs see the greatest opportunities to differentiate and lead? And what external forces are demanding their attention today? To find out, we spoke with more than 1,700 CEOs, general managers and senior public sector leaders from around the globe.

We will reveal our findings in May 2012 with the publication of our fifth biennial edition of the IBM Global CEO Study. This study, the largest of its type ever undertaken, will be the newest in the IBM C-suite Study series, a comprehensive collection of thought leadership, informed by and intended for senior business leaders.

### **A smarter business needs smarter thinking.**

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IBM Global CEO Study: register at [ibm.com/ceostudy2012](http://ibm.com/ceostudy2012)*





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Route 100  
Somers, NY 10589  
U.S.A.

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