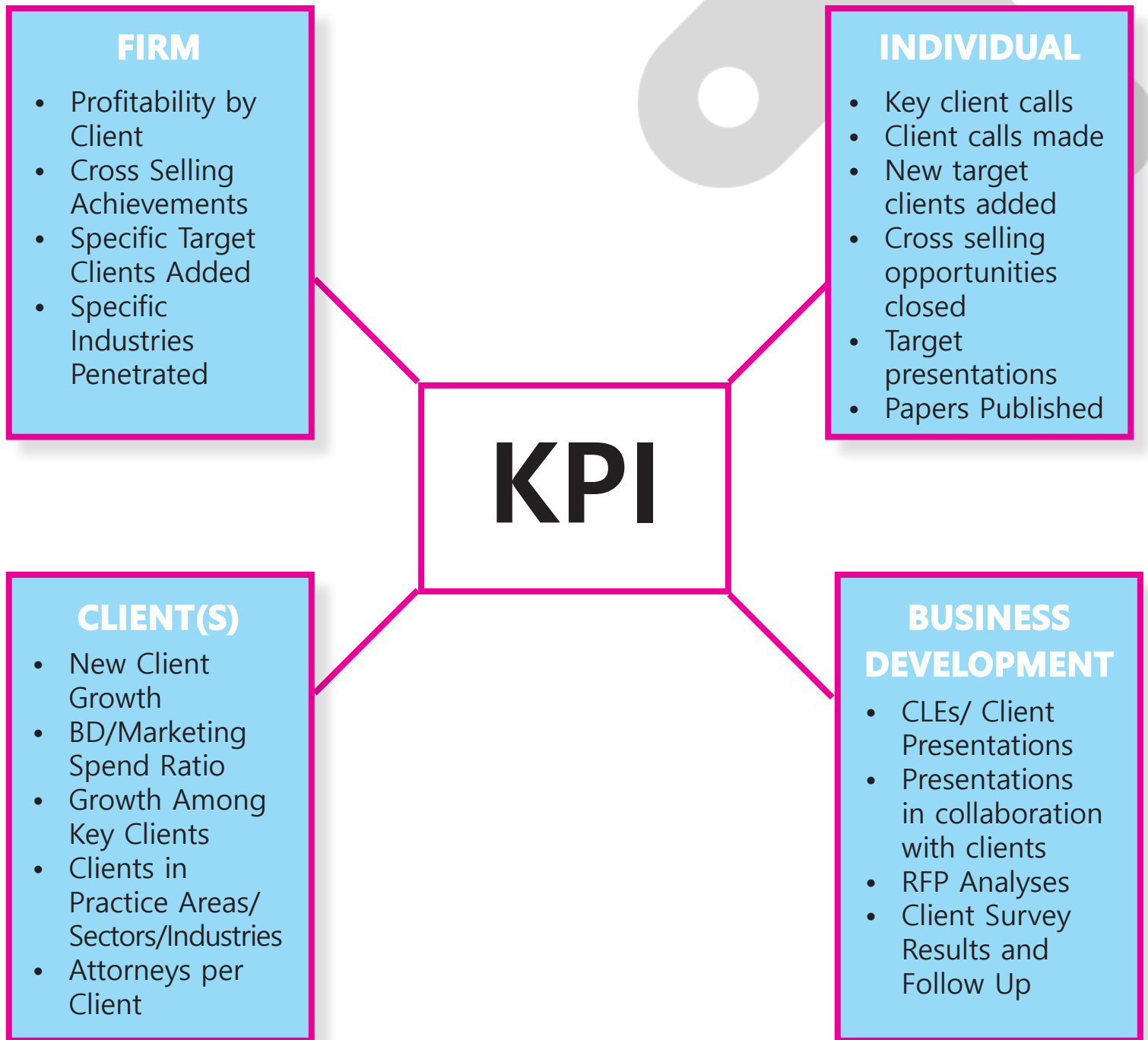


THE CMO/CFO RELATIONSHIP: AN ADVERSARY OR YOUR GREATEST ALLY?

Jennifer S. Bankston
October 10, 2019

EXAMPLES OF MEASUREMENT TOOLS Key Performance Indicators (KPIs)



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