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**The American Marketing Association's Phoenix Chapter  
Announces August "Customer Value Management" Luncheon**

- WHAT** The American Marketing Association's (AMA) Phoenix Chapter announces its August Luncheon topic:
- "Customer Value Management"**
- WHO** Susan Cordts, president and chief executive officer of [Adaptive Technologies, Inc.](#), a company helping business leaders make better decisions through analyzing data, will present the topic.
- Cordts will provide attendees with:
- § How to deploy customer value management practices in an organization
  - § The difference between predictive analytics and business intelligence
  - § How to leverage quality leads and overcome the addiction to quantity
  - § To manage a portfolio of customers while placing the appropriate value on "loyalty"
  - § Potential ROI from effective customer value management through a case study
- SPONSOR** [Prisma Graphics](#) is the Platinum Sponsor for all 2008-09 monthly meetings and SIG events.
- WHEN** August 27, 2008  
11:30a.m. – 1 p.m.
- WHERE** Embassy Suites Phoenix – Biltmore  
2630 E Camelback Road  
Phoenix, AZ 85016
- COST**
- § \$40 for members and students that register by August 22
  - § \$55 for nonmembers that register by August 22
  - § Prices increase at the door



## ***MEDIA ALERT***

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**REGISTRATION**

Register online at <http://www.netme.com/amaphoenix/>

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