## HOW MARKETERS CAN CREATE MORE VALUE THROUGH ACCOUNTABILITY



Mark McKenna CMO PUTNAM INVESTMENTS





pwc



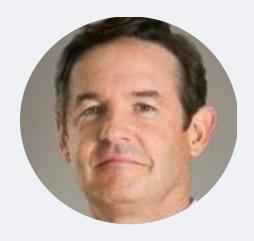
**David Edelman**CMO
AETNA





THE FORBES MARKETING ACCOUNTABILITY INITIATIVE

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**US MARKETING** LEADER





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