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News Brief

CMO Club Launches Social Network Site

Thursday, Feb 14, 2008 5:00 AM ET

THE CMO CLUB HAS LAUNCHED a Web site exclusively for CMOs that is a professional social network of more than 200 members, says founder Pete Krainik, CMO at QD Technology.

With the help of Interactive agency Renegade, Krainik and several other CMOs created the Web site, which was built upon the Ning platform.

The CMO Club provides an online environment that enables members to become better CMOs. Members bring diverse experience to the table, creating a valuable exchange of ideas, which will enable The CMO Club to enhance the changing role of the practice of marketing.

--Nina M. Lentini

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