



J W T INSIDE



The Emerging CCO



January 2010

CHIEF
CONVERSATION
OFFICER

My Topic

AGENDA



Current state

The emerging CCO

Examples

What this means



hyperconnected

THE SOCIAL MEDIA ECOSPHERE

LIFE-CASTING

www.justin.tv
www.ustream.tv

SEARCH ENGINES

www.google.com
www.yahoo.com
www.msn.com
www.baidu.com
www.aol.com
www.ask.com
www.sohu.com
www.bing.com
www.nextag.com
www.ask.com
www.business.com
www.dogpile.com
www.lycos.com
www.askjeeves.com
www.yahoo.com

VIDEO SITES

www.google.com
www.youtube.com
www.video.msn.com
www.vids.myspace.com
www.video.aol.com
www.dailymotion.com/us
www.veoh.com
www.metacafe.com
www.break.com
www.hulu.com
www.revver.com
www.stickam.com
www.blip.tv
www.viddler.com

SOCIAL NETWORKS

www.facebook.com
www.ning.com
www.myspace.com
www.hi5.com
www.friendster.com
www.skyrock.com
www.orkut.com
www.netlog.com
www.bebo.com
www.tagged.com
www.imeen.com
www.badoo.com
www.xanga.com
www.myearbook.com
www.classmates.com

BLOGGING/TEXTING

www.twitter.com
www.twitpic.com
www.twitxr.com
www.search.twitter.com
www.tweetscan.com
www.twemes.com
www.cocospace.com
www.tumblr.com
www.friendfeed.com
www.plurk.com
www.lifestream.fm
www.jaiku.com
www.identi.ca
www.jott.com
www.socialthing.com
www.12seconds.tv
www.swurl.com
www.utterli.com
www.it Smy.com
www.brightkite.com
www.ping.com
www.pinger.com

B2B SOCIAL NETWORKS

www.linkedin.com
www.slideshare.com
www.xing.com
www.plaxo.com
www.ecademny.com
www.ryze.com
www.mywallst.net
www.yammer.ccom
www.networkingforprofessionals.com

BLOGS

technorati.com
blogsearch.google.com
www.wordpress.com
www.wordpress.org
www.blogspot.com
www blogger.com

PODCAST

www.apple.com/itunes
www.live365.com
www.podcast.com
www.podcastalley.com

PHOTO SITES

www.flickr.com
photobucket.com
imageshack.us
www.fotolog.com
www.multiply.com
www.webshots.com
www.kodakgallery.com
www.snapfish.com
www.fotki.com
www.smugmug.com
www.zoomt.com
picasa.google.com
www.zoto.com

WIKIS

www.wikipedia.org
recipes.wikia.com
uncyclopedia.wikia.com
www.wikihow.com
www.wikimapia.org
www.wetpaint.com
en.wikibooks.org
pbwiki.com
wikitravel.org
lyricwiki.org
gollum.easytcp.de/en/
www.quika.com
en.wikix.com

SOCIAL BOOK-MARKING

digg.com
technorati.com
www.mix.com
www.stumbleupon.com
www.kaboodle.com
www.propeller.com
del.icio.us
www.mybloglog.com
www.newsvine.com
www.boingboing.net
www.fark.com
reddit.com
www.slashdot.com
www.bloglines.com
friendfeed.com
www.furl.net
www.blinklist.com
www.mister-wong.com
ma.gnolia.com
sphinn.com

REVIEWS/TRAVEL

cityguide.aol.com
www.tripadvisor.com
www.yelp.com
www.citysearch.com
www.wayn.com

TOOLS/PLATFORMS

www.livejournal.com
www.ning.com
www.vox.com
buzzm.worldbank.org
www.movabletype.org
www.sharethis.com
www.lifestream.fm
crowdvine.com/home

GROUPS

groups.yahoo.com
groups.google.com
www.meetup.com

Community/Social Media Tools that US Online Retailers Currently Use or Plan to Use, August-September 2009 (% of respondents)

	Today	Next 12 months	Beyond 1 year	No plans to employ
Facebook fan page	86%	10%	3%	1%
Twitter publishing	65%	19%	7%	9%
Customer reviews	55%	26%	13%	6%
Blogs	55%	25%	12%	8%
Viral videos	50%	22%	13%	15%
Facebook Connect	43%	31%	10%	16%
Social listening	36%	31%	19%	14%
Questions and answers	29%	20%	25%	26%
Community forums	27%	18%	23%	32%
Product suggestion box	19%	26%	20%	35%

Source: the e-tailing group and PowerReviews, "Community and Social Media Study," September 9, 2009

GOOGLE ADDING SOCIAL ASPECT



Staffing agency at Aerotek... Jobs

Google Sidewiki

http://www.google.com/sidewiki/int/en/learnmore.html#top

Huffington Post Mashable Gizmodo Ad Age - Digital NYT CNN DCist Pitchfork ESPN Uncrate

Google sidewiki

Learn more about Google Sidewiki

Google Sidewiki is a browser sidebar that lets you contribute and read information alongside any web page.

What can you contribute?

- Expert insights on important issues
- Helpful tips as you browse
- Background information for more history
- Added perspective on new technology
- See more
- See video
- What others are saying
- Get Google Sidewiki

Doctors add detailed expert insights on heart disease prevention:

- Michael Roizen** - Aug 16, 2009
Physician, Author, Speaker, Cleveland
Chief Wellness Officer, Cleveland Clinic
- Dean Ornish** - Aug 14, 2009
President of Preventive Medicine Research Institute
- Steven Nissen** - Aug 14, 2009
Chairman of Department of Cardiovascular Medicine, Cleveland Clinic

Web page content courtesy of CDC.

Heart Disease Prevention: What You Can Do

Food does more than affect waist size, cholesterol levels, or blood... [More >](#)

Stress also contributes to heart disease - The information presented here is useful but incomplete... [More >](#)

Staffing agency at Aerotek... Jobs

Google Sidewiki entry about...

http://www.google.com/sidewiki/entry/117213073072448275065/d/UhachNV_IFZOL6ERFwMxcV0Xpc

Huffington Post Mashable Gizmodo Ad Age - Digital NYT CNN DCist Pitchfork ESPN Uncrate

Google Sidewiki

CDC Home | About CDC | Press Room | AZ Index | Contact Us

Google Sidewiki

Michael Roizen - Aug 23, 2009
Physician, Author, Speaker, Cleveland Clinic

A vaccine, like any medicine, could possibly cause serious problems, such as ...

MYTH: I don't get the flu vaccine cause I can get the flu from a flu shot.

Getting the flu from a flu shot is about as likely as hitting double 00 fourteen times in a row on the roulette wheel.

If you do feel sick after a flu shot maybe you were actually exposed to someone with the flu virus or another illness.

But only the nasal flu mist contains an active virus. The flu shots commonly used only contain dead particles—so unless you know how to resurrect the dead (and then we need you at another part of our clinic), it is highly improbable to catch the flu from a flu shot. In fact, 34 percent of unimmunized Cleveland Clinic employees get the flu every year, versus only 4.6 percent of immunized employees.

Mike Roizen MD
Chief Wellness Officer
Chair, Wellness Institute
The Cleveland Clinic

Useful? [Yes](#) (17) [No](#) (4) [Report abuse](#) [Share](#)

Share your own insights as you browse the web

Download Google Toolbar with Sidewiki

Remember, vaccines are continually monitored for safety, and like any medicine, a decision not to immunize a child also carries risks.

Vaccines & Immunizations

Vaccines Home > Basics and Common Questions > Possible Side-effects from Vaccines

Vaccine-Related Topics

- Immunization Schedules
- Recommendations and Guidelines
- Vaccines & Preventable Diseases
 - Vaccine Shortages & Delays
 - Potential New Vaccines
 - FAQ about Vaccines & Diseases they Prevent
- Basics and Common Questions
- Vaccination Records
- Vaccine Safety and Adverse Events
- For Travelers
- For Specific Groups of People
- For Program Managers

Additional Resources

- Publications
- News and Media Resources
- Calendars and Events
- Education and Training
- Programs and Tools
- Statistics and Surveillance
- Links to Related Sites
- About NCIRD

Basics and Common Questions:

Possible Side-effects from Vaccines

On This Page:

- Anthrax
- DTPa (Diphtheria, Tetanus, and acellular Pertussis)
- Hepatitis A
- Hepatitis B
- Hib (Haemophilus influenzae type b)
- Influenza
- HPV (Human Papillomavirus)
- Japanese Encephalitis
- Lyme Disease
- MMR (Measles, Mumps, and Rubella)
- Meningococcal
- PCV7 (Pneumococcal Conjugate)
- PPV23 (Pneumo
- Polio
- Rabies
- Rotavirus
- Shingles (Herp
- Smallpox
- Td and Tdap
- Typhoid Fever
- Varicella (Chick
- Yellow Fever

What if there is a moderate or severe reaction?

Any vaccine can cause side effects. For the most part these are or low-grade fever) and go away within a few days. Listed below are States and side effects that have been associated with each of them, directly from CDC's Vaccine Information Statements, which in turn are Committee on Immunization Practices (ACIP) recommendations for e

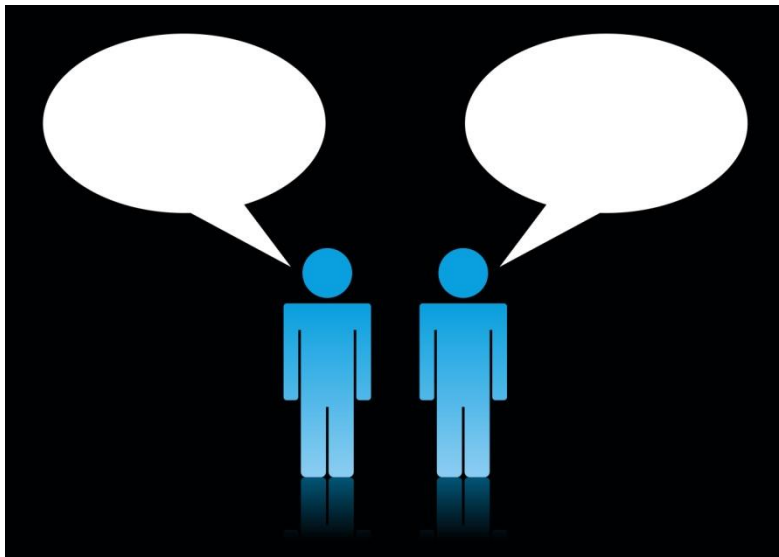


The community will take charge, and that's going to happen whether or not marketers, HR practitioners or brands participate.



Jeremiah Owyang, Forrester Research

IT'S ALL CONVERSATION



- You = ABC/NBC/CBS
- People will talk
- Conversations evolve online
- Each conversation is unique
- Will happen anywhere

MULTIPLE MOVING PARTS

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.The YouTube logo, featuring the word "You" in black and "Tube" in white inside a red rounded rectangle.The Myspace logo, with the word "myspace" in black and "a place for friends" in smaller black text below it, accompanied by a small icon of three people.The Twitter logo, with the word "twitter" in a light blue, lowercase, sans-serif font.The Flickr logo, with the word "flickr" in a blue, lowercase, sans-serif font.The Blogger logo, featuring a white "B" inside an orange square followed by the word "Blogger" in white on a dark blue background.The Ning logo, with the word "Ning" in a green, lowercase, sans-serif font.The LinkedIn logo, with the word "Linked" in black and "in" in white inside a blue square.The Bebo logo, with a red circle containing a white "b" followed by the word "ebo" in black.The Last.fm logo, with "last.fm" in red and "the social music revolution" in smaller black text below it.The Heritage logo, featuring a green tree icon inside a circle above the word "HERITAGE" in blue.The Orkut logo, with the word "orkut" in a pink, lowercase, sans-serif font.The Tagged logo, with the word "TAGGED" in black, uppercase letters inside a red circle.The Yelp logo, with the word "yelp" in black and a red starburst icon to its right.The Xanga logo, with four colored squares (blue, orange, red, green) above the word "xanga" in black.The text "Windows Live Spaces" in black, with "Windows Live" on one line and "Spaces" on the line below.

- Many components
- Components used differently
- Each approach unique
- Everywhere is not a solution
- “Where” determined by need, objectives
- Goal = supply what is needed, when and where it is needed by user

AGENDA



Current state

The emerging CCO

Examples

What this means

CURRENT STATE



Marketing



Comm

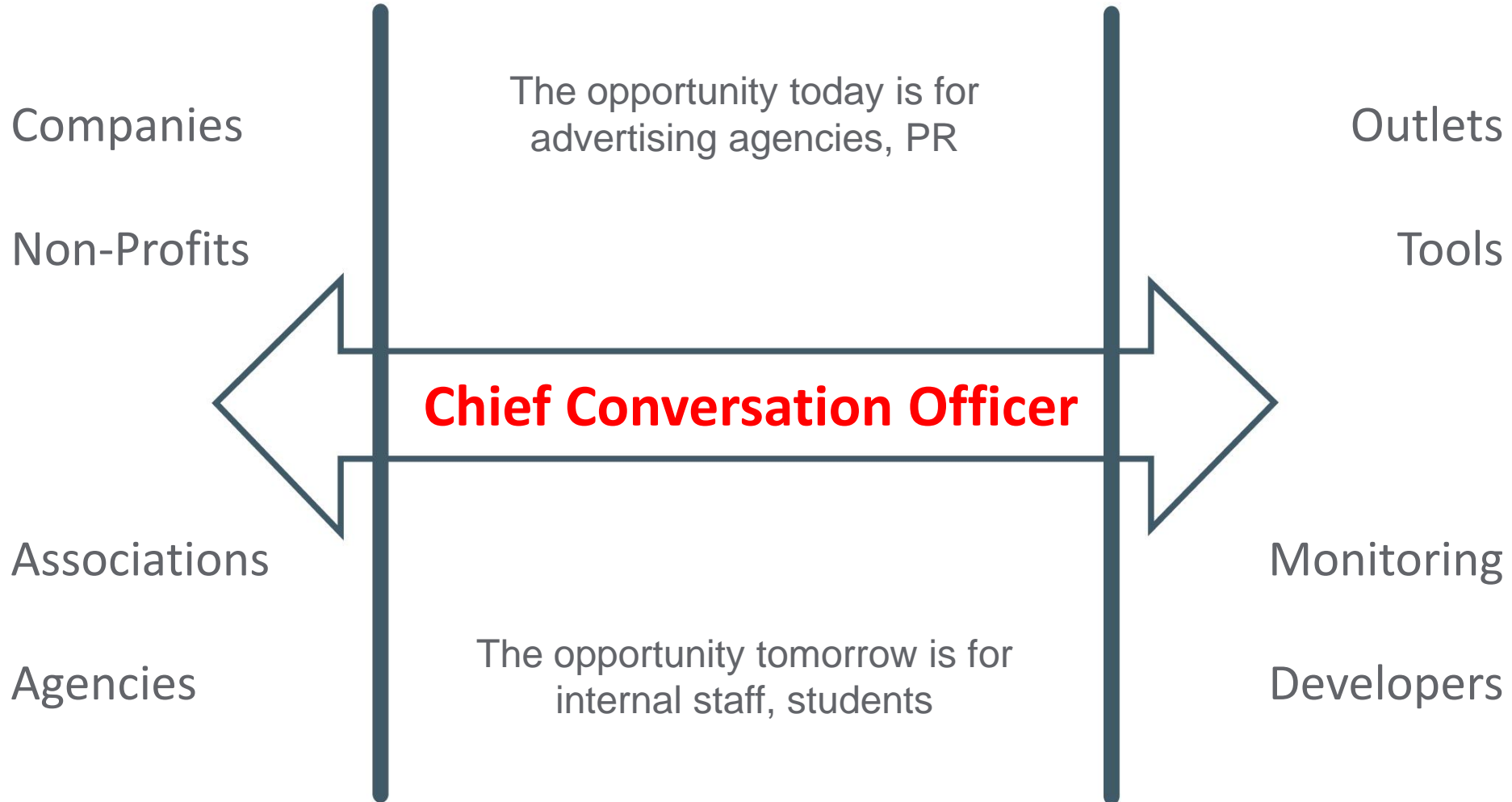


HR



CRM

THE GROWING ENVIRONMENT



CHIEF CONVERSATION OFFICER?



- Manages “conversations”
 - Social media
- Determines strategy
 - Where to converse?
- Identifies tactics
 - Where do we employ?
- Quantifies conversation/success
 - Measurement, reporting
- Leads organization in utilizing social media to communicate with internal, external audiences

WHY COMPANIES WILL NEED A CCO?



- They're losing control of the "conversation" – right now
- Get ready to be surprised
- Their public knows best
- It's so easy to share
- Improving productivity
- Extends culture/brand beyond walls

CCO OBJECTIVES

- Meet marketing, HR, research and customer service goals/needs/objectives
- Improve internal communications
- Give measurement to the value of conversation
- Utilize new media communities to enhance reputation, standing
- Empower the organization
- Create a specific social media map

DON'T FORGET



- Beyond the conversation
 - “Buzz” management, measurement
 - Monitoring
 - Social networking policies
 - Style guide
 - Editorial calendars
 - Application development
 - Coordination

AGENDA



Current state

The emerging CCO

Examples

What this means

AT&T

AT&T - Social Media - Windows Internet Explorer

http://www.att.com/gen/press-room?pid=5000

File Edit View Favorites Tools Help

AT&T - Social Media

AT&T.com Home | Contact Us | Search

at&t

ABOUT US | MEDIA NEWSROOM | SOCIAL MEDIA | INVESTOR RELATIONS

Corporate Profile | Citizenship | Intellectual Property | Innovation | Doing Business with Us | Business Customer News | Careers

AT&T Social Media
Continue the Conversation

Consumer

- AT&T Freedom Choice
- AT&T Mobility
- ShareATT Twitter
- ShareATT YouTube
- ShareATT Flickr
- AT&T Consumer
- AT&T Mom Blog

Small Business

- OnwardSmallBiz
- AT&T Small Business YouTube
- AT&T Small Business Facebook
- AT&T Small Business Flickr

Enterprise

- BizSolutions
- AT&T Enterprise YouTube
- AT&T Enterprise Flickr
- AT&T Biz Solutions

Corporate

- ATTNews

Community

- ATTGolf

Yellow Pages

- YPmobile

Twitter

- BizSolutions
- ATTGolf
- ATTJobs
- ATTMobileMusic
- ATTMusic
- ATTNews
- OnwardSmallBiz
- ShareATT
- YPmobile

Facebook

- AT&T Freedom Choice
- AT&T Mobility
- AT&T Small Business
- AT&T Consumer

YouTube

- AT&T Enterprise
- AT&T Small Business
- ShareATT

US DEPT OF STATE (CAREERS)

The screenshot shows a Windows Internet Explorer browser window displaying the U.S. Department of State Careers website. The address bar shows the URL <http://careers.state.gov/index.html>. The browser's menu bar includes File, Edit, View, Favorites, Tools, and Help. The page features the U.S. Department of State logo and the text "U.S. DEPARTMENT OF STATE CAREERS REPRESENTING AMERICA". A navigation menu includes links for HOME, GENERAL INFORMATION, CAREER OPTIONS, STUDENTS, CAREER RESOURCES, OPPORTUNITIES, EVENTS, and CONTACT US. A central banner reads "I will show the world a side of America it has never seen." and describes the mission of the U.S. Department of State. Below the banner is a "HELP ME GET STARTED" section with a dropdown menu for "I am a(n)..." and a search button. To the right of the banner are four vertical navigation buttons: FOREIGN SERVICE OFFICER, FOREIGN SERVICE SPECIALIST, CIVIL SERVICE, and STUDENT PROGRAMS. A red box highlights a "Career Navigator" widget with the text "FINDING THE PATH THAT WORKS FOR YOU" and social media icons for Facebook, LinkedIn, Twitter, YouTube, and Facebook. At the bottom of the page, there are four columns of links: "COULD YOU RUN A U.S. EMBASSY?", "AFGHANISTAN & IRAQ JOBS", "CURRENT VACANCIES", and "REGISTER FOR THE TEST". The footer includes "PRIVACY POLICY | PRINTER FRIENDLY" and the system tray shows the Internet icon and 100% zoom level.

U.S. Department of State Careers - Home - Windows Internet Explorer

<http://careers.state.gov/index.html>

U.S. Department of State Careers - Home

U.S. DEPARTMENT OF STATE
★ CAREERS REPRESENTING AMERICA ★

★ HOME GENERAL INFORMATION CAREER OPTIONS STUDENTS CAREER RESOURCES OPPORTUNITIES EVENTS CONTACT US

I will show the world a side of America it has never seen.

The U.S. Department of State is the lead U.S. foreign affairs agency.

We begin our mission of diplomacy in Washington, D.C., where we hire Foreign Service, Civil Service and Student employees to work at our offices in the U.S. and over 265 posts abroad. Join us in helping shape a freer, more secure and prosperous world as we formulate, represent and implement U.S. foreign policy.

HELP ME GET STARTED

I am a(n)...

FOREIGN SERVICE OFFICER
FOREIGN SERVICE SPECIALIST
CIVIL SERVICE
STUDENT PROGRAMS

COULD YOU RUN A U.S. EMBASSY?
Find out more about the Management Career Track.

AFGHANISTAN & IRAQ JOBS
View current job vacancies and information.

CURRENT VACANCIES
View all currently open vacancies and positions.

REGISTER FOR THE TEST
Register for the Foreign Service Officer Test.

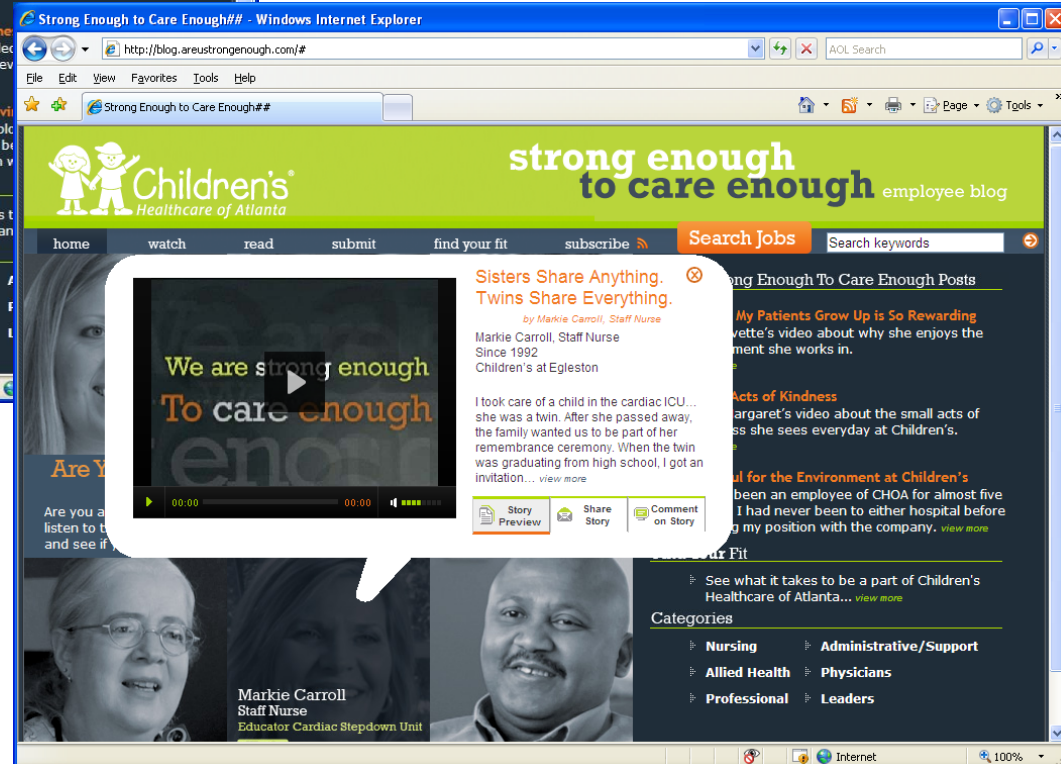
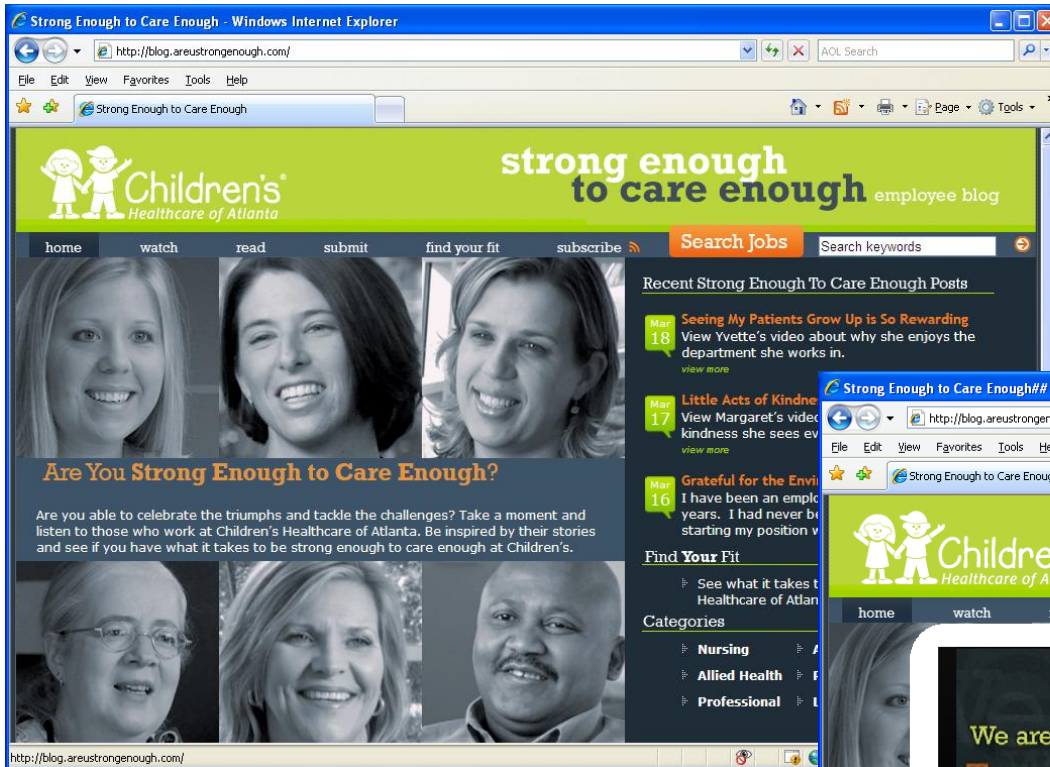
PRIVACY POLICY | PRINTER FRIENDLY

Internet 100%

US DEPT OF STATE (CAREERS)



CHILDRENS HEALTHCARE OF ATLANTA



WHOLE FOODS

Whole Foods Market: Natural and Organic Grocery - Windows Internet Explorer

http://www.wholefoodsmarket.com/

File Edit View Favorites Tools Help

Whole Foods Market: Natural and Organic Grocery

WHOLE FOODS MARKET
SELLING THE HIGHEST QUALITY NATURAL & ORGANIC PRODUCTS

Find your store:
ZIP Code:
[All stores](#) | [Canada stores](#) | [UK stores](#)
[Jobs at Whole Foods Market](#)

Welcome, Guest
[Login or register](#)
[Customer Service](#)
[Email Subscriptions](#)

Talk to us
[Twitter](#)
[Facebook](#)
[Flickr](#)
[Our blog](#)

HOME STORES PRODUCTS RECIPES HEALTH & NUTRITION VALUES COMPANY FORUMS

Tasty choices in your pocket
Download our new iPhone recipes app

What's on sale? Select a state... Select a store...
Choose your local store to download the sales flier pdf!

What's cooking?
FEATURED TOP RATED
Grilled Salmon and Lemons
Spicy Grilled Tzatziki
Perfect Burgers
Whole Grilled Chicken
Browse recipes by category

LOCAL LOAN RECIPIENT
Meet the folks at [Progress Coffee](#), one of our [Local Producer Loan Program Recipients](#). They hand-roast organic fair-trade coffee beans in small batches and make deliveries by bicycle in Austin.

A FRESH PAIR FOR SUMMER
Berries and goat cheese make a great match in this [delightful salad recipe](#).

WHOLE FOODS

The screenshot shows a Windows Internet Explorer browser window displaying the Whole Foods Market blog homepage. The browser's address bar shows the URL <http://blog.wholefoodsmarket.com/>. The page features a green navigation bar with links for WFM HOME, STORES, PRODUCTS, RECIPES, HEALTH & NUTRITION, VALUES, COMPANY, FORUMS, and SUBSCRIBE VIA RSS. The main content area is titled "WHOLE STORY the official whole foods market® blog" and features a featured article "Value Guru Goes Fishing with Father" by Susannah Simone, dated June 24, 2009. The article includes a photograph of a family on a beach and a red arrow pointing to the word "did" in the text. The right sidebar contains sections for "ON THE WEB" (with links to Flickr, Facebook, and Twitter), "VIDEOS & PODCASTS" (with a video player and a "BE GOOD TO YOUR WHOLE BODY" audio podcast), and "RECENT POSTS" (listing "Value Guru Goes Fishing with Father" and "The Joy of Local Summer Veggies").

Whole Story - Windows Internet Explorer
http://blog.wholefoodsmarket.com/

File Edit View Favorites Tools Help

Whole Story

WFM HOME STORES PRODUCTS RECIPES HEALTH & NUTRITION VALUES COMPANY FORUMS SUBSCRIBE VIA RSS

WHOLE STORY

the official whole foods market® blog

Contact Us | RSS Feeds | Meet Our Contributors
Email Subscriptions

SEARCH

Value Guru Goes Fishing with Father

by [Susannah Simone](#), June 24, 2009 | [Permalink](#) | [Email this](#)



Once upon a time this Value Guru was a small tyke, but even then I had a hungry mind and curious appetite. My father **did** both. He did **often**, but when he did, it was always exciting because it was something special. Like many a dad he was the steak cooker and knew the power of a marinade to tenderize an affordable cut, and the power of slicing against the grain to avoid too-chewy bites. The slicing also stretched a modest-sized steak to feed four.

ON THE WEB

- [Whole Foods Market photos on Flickr](#)
- [Whole Foods Market on Facebook](#)
- [Whole Foods Market updates on Twitter](#)

VIDEOS & PODCASTS

View our growing library of video content.

BE GOOD TO YOUR WHOLE BODY

Audio podcast all about natural body care and supplement

RECENT POSTS ARCHIVES BLOGROLL

- [Value Guru Goes Fishing with Father](#)
- [The Joy of Local Summer Veggies](#)

Done Internet 100%

WHOLE FOODS

The screenshot shows the Twitter profile page for Whole Foods Market. The browser title is "Whole Foods Market (WholeFoods) on Twitter - Windows Internet Explorer". The address bar shows "https://twitter.com/WholeFoods". The page features the Twitter logo, navigation links (Home, Profile, Find People, Settings, Help, Sign out), and the profile header for "WholeFoods". A red arrow points to the follower statistics: 473,910 following and 855,901 followers. The "Updates" section shows 3,061 updates. The "Following" section displays a grid of user avatars. The main content area contains several tweets, including one from @stetted about meat selection standards and another from @TechSpeaks about a plan for the next 2-3 years.

twitter

Home Profile Find People Settings Help Sign out

WHOLE FOODS MARKET

WholeFoods

Follow

Name Whole Foods Market
Location Austin, TX
Web <http://www.wholef...>
Bio Fresh organic tweets from Whole Foods Market HQ in Austin, TX.

473,910 following 855,901 followers

Updates 3,061

Favorites

Actions
block WholeFoods

Following

To suggest a location, please visit tr.im/suggest

@stetted Our meat selection varies between stores, but we do have the highest standards in the industry. <http://tr.im/wfmmeat>
about 3 hours ago from CoTweet in reply to stetted

@TechSpeaks No specific dates set, but the plan is in the next 2-3 years. :)
about 3 hours ago from CoTweet in reply to TechSpeaks

@TankaBar_Rachel For information for potential vendors, check out <http://tr.im/vendors>
about 3 hours ago from CoTweet in reply to TankaBar_Rachel

@kookybites They are! @WholeFoodsCHI - we're working on updating the list on <http://tr.im/wfmtwitter> as new stores join.
about 3 hours ago from CoTweet in reply to kookybites

@AmandaTaft At this point, we have long pulled & destroyed any items known to be associated with the...
about 3 hours ago from CoTweet in reply to AmandaTaft

RSS feed of WholeFoods's updates

Done Internet 100%

WHOLE FOODS

Facebook | Whole Foods Market - Windows Internet Explorer

http://www.facebook.com/home.php?#/wholefoods?ref=s

Facebook | Whole Foods Market

facebook Home Profile Friends Inbox Michael Fountain Settings Logout Search

Whole Foods Market

Wall Info Video Boxes RSS/ Blog Notes

Whole Foods Market Just Fans

Whole Foods Market This summer, beat the bugs without the nasty chemicals! <http://bit.ly/13qqHO>
Yesterday at 12:44pm · via Selective Twitter · follow @wholefoods
212 people like this.
View 53 comments

Whole Foods Market Alana Sugar is keen on quinoa! High in protein, B vitamins, fiber, minerals! <http://bit.ly/112PF1>
Mon at 1:26pm · via Selective Twitter · follow @wholefoods
217 people like this.
View 74 comments

Whole Foods Market Need a gluten-free recipe on the fly? Wonder where your nearest store is in a new town? Curious as to what you can create with the ingredients you've got on hand?
We've got a brand new app for the iPhone OS 3.0 that might be right up your alley... <http://www.wholefoodsmarket.com/iphone/>

Recipes App | Whole Foods Market
Source: www.wholefoodsmarket.com
Download the Recipes iPhone app from Whole Foods Market for easy

Information
Founded: 1980

Fans
6 of 91,604 fans See All
Tara Ritter Susan De Catherine

YouTube - WholeFoodsMarket's Channel - Windows Internet Explorer

http://www.youtube.com/user/WholeFoodsMarket

YouTube - WholeFoodsMarket's Channel

YouTube English Sign Up | QuickList | Help | Sign In Search

Videos | Shows | Channels | Community | Upload

WHOLE FOODS MARKET

Natural and Organic Cooking Sustainable Agriculture Green Living

Videos | Playlists | Groups | Subscribers | Subscriptions

Whole Foods Market **Subscribe**

WholeFoodsMarket
Joined: September 28, 2006
Last Sign In: 5 days ago
Videos Watched: 4,045
Subscribers: 669
Channel Views: 28,166

GURU

Founded in 1980 as one small store in Austin, Texas, Whole Foods Market® is now the world's leading retailer of natural and organic foods, with more than 265 stores in North America and the United Kingdom. To date Whole Foods Market remains uniquely mission driven: We're highly selective about what we sell, dedicated to stringent Quality Standards, and committed to sustainable agriculture.

Hometown: Austin
Country: United States
Website: <http://www.wholefoodsmarket.com/>

Connect with WholeFoodsMarket

Whole Trade Guarantee: What You Need to Know

Meets our High Quality Standards
Provides more money to producers

0:05 / 5:26

Internet 100%

AGENDA



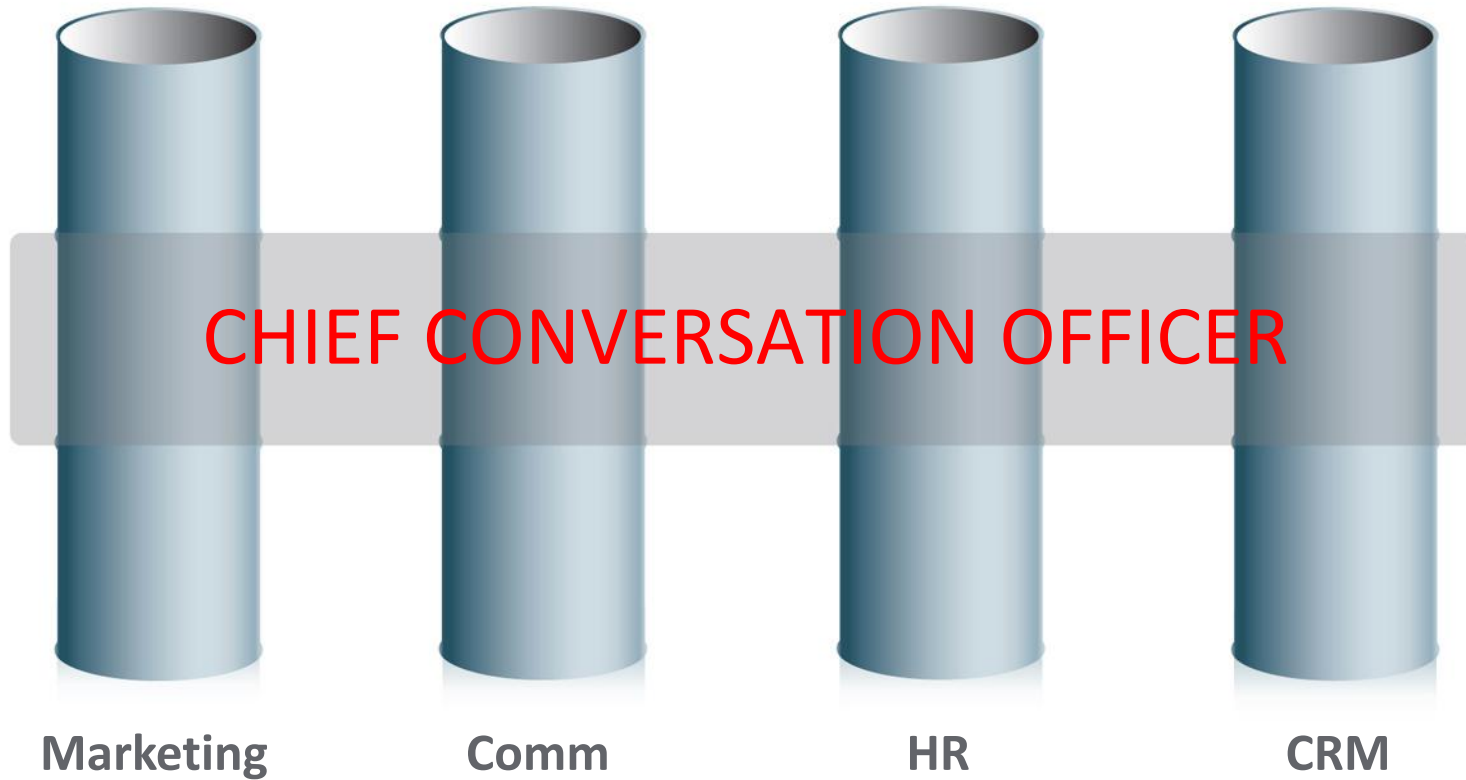
Current state

The emerging CCO

Examples

What this means

FUTURE STATE





J W T INSIDE

THANK YOU!

