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**For Immediate Release**

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## **COMMUNITY ANALYTICS CHIEF TO DELIVER KEYNOTE AT CLOSE WORKSHOP**

**Myra Norton to extol the virtues of social networking for the Chief Marketing Officer Council**

Baltimore, January 2008 — Community Analytics' CEO, Myra Norton, will deliver a keynote address at the New York CLOSE Workshop at Columbia University on January 22. CLOSE, the Coalition to Leverage and Optimize Sales Effectiveness, is an opportunity for a peer community of sales executives to share best practices for business growth. Norton will discuss how social networks affect sales and marketing efforts.

"When you break it down, the universal objectives are to increase customer acquisition and retention and to reduce the cost of these endeavors," said Norton. "If you can figure out the existing relationships of trust and advice-seeking connecting your target audience, you gain a huge advantage on both fronts."

Community Analytics is a research organization based on the principles of social networking. Through a combination of proprietary research and analytical techniques, the firm helps its partners map the human networks that comprise a target audience so they can understand the decision-making process.

CLOSE is organized by the Chief Marketing Officer (CMO) Council, Oracle, and the Wall Street Journal. The CMO Council is a private, non-profit organization dedicated to high-level knowledge exchange, thought leadership and personal relationship building among senior marketing and brand decision-makers.

"We received incredibly positive feedback after Myra's CMO Summit keynote, and we are delighted to have her back," said Donovan Neale-May, the executive director of the CMO Council.

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### **About Community Analytics:**

Community Analytics is a research organization based on the principles of social networking. We understand human networks and the roles they play in the decision making process.

We offer customer engagement solutions that deliver measurable results in an ever-changing and customer-driven business environment. Through a combination of proprietary research and analytical techniques, Community Analytics helps you uncover these networks and create strategies to connect them with your brand.

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