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U.S. ASSET MANAGEMENT EDITION

January 2013

Reader Survey Issue

Article Summaries:

Marketing and Branding

Building brand requires long-term, strategic planning. In an environment where the impact of every dollar spent is measured, it is wise to explore all options, especially those on the internet and through social media.

Setting Strategy

Managers are putting renewed focus on strategy changes to better capitalize on market opportunities. Analyzing the profitability and size of distribution channels is necessary to focus these efforts.

New Product Development

Key areas of opportunity for product developers during 2013 encompass active versus passive offerings, alternatives, fixed income, and target-date funds.

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