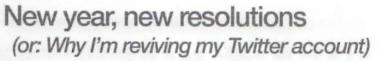
EDITOR'S NOTE

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It's official: Social media has hit the corporate mainstream. PR firm Burson-Marsteller studied the 100 largest companies in the Fortune 500° list and found that 79 percent of them use Twitter, 54 percent have a Facebook page, 50 percent manage a corporate YouTube channel and 33 percent have company blogs'.

Why? Because two-thirds of the global Internet population visit social networks. If you're not active in social media, don't panic: It's a new year. Find out how to take social media from talk to action with Jim Davis' article on Page 17. His advice is based on new research from Harvard Business Review; check out the full report at: www.sas.com/sascom-hbrsm.

Of course, your efforts in social media should be part of a larger customer intelligence and customer support strategy. For more on that, turn to Page 14 for our special customer intelligence section. You'll find out how Staples achieved a "slam dunk" with marketing automation and why Tom Davenport says it's a great time to be in marketing.

As for my new year's resolution: I've been shy about joining the conversation, but am jumping into the Twitter pool to let you know what's hot in high-tech, what we're working on for the magazine and - most important - to get your input.

If you're a Twitter novice like me, check out Twitter 101 at www.mashable. com/guidebook/twitter. If you're more experienced, I'd love to know your Twitter successes and tips – contact me at: twitter.com/annelindsayb.

Happy New Year,

ANNE-LINDSAY BEALL Editor-in-Chief

*www.burson-maniteller.com/innovation_and_nsights/blogs_and_podcasts/BM_Blog/Lists/Posts/Post aspx?(D=160)

Nielsen, Global Faces & Networked Piaces, 2009.

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