

CABLE MEANS BUSINESS

Cable Companies – Business Services



About Cable Means Business

Cable Means Business is an initiative of CTAM, the Cable & Telecommunications Association for Marketing, which is dedicated to helping the cable business grow. As a non-profit professional association, CTAM provides marketing education and networking opportunities to more than 5,500 members, through conferences, consumer research, publications, www.ctam.com, a network of regional chapters, and the CTAM Executive Management Program at the Harvard Business School.

CTAM also facilitates unified, national cooperative marketing efforts on behalf of its corporate members, such as the Cable Movers Hotline ®, the Business Services Initiative, and the On Demand Consortium. Consumers can learn about cable's advanced services and see offers from their local providers at the CTAM-supported www.ThisIsCable.com ®.

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