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Listening to our Clients

Our clients continue to play a critical role in the development of key strategic initiatives.

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BY CHRIS HYZY
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BY ROBERT T. MCGEE
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OF GENDER AND GENEROSITY

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CURRENT ISSUE

CORPORATE STRATEGY

Moving the Economy Forward

Bank of America's lending and investing initiatives are not only good business strategy; they also help to promote economic recovery.

SEAN GILLIA, U.S. TRUST

As the U.S. economy struggles to find secure footing, Bank of America recognizes the critical role of banks in fostering economic recovery and is committed to doing its part. "Our efforts here are driven by our sense of corporate responsibility, but they are also closely aligned with our business strategy," says Anne M. Finucane, Bank of America's global strategy and marketing officer. "After all, a thriving economy benefits our company as well as the communities we serve."

Bank of America's strategic philanthropic investments are focused domestically on community development, education/workforce development and responding to critical needs. Those efforts help address three key economic issues — housing, job and hunger. In conjunction with charitable giving at the local and national level, the bank is helping customers with their financial difficulties and providing loans to businesses that help generate economic growth. To that end, the bank extended \$500 billion in credit during 2011. In addition, employees volunteer their time and expertise in both communities directly.

Michael Austin/The iSpot

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Important information

OF GENDER AND GENEROSITY

As women become more financially empowered, a new survey reveals, they are helping to change the face of philanthropy.

THE FRAMEWORK OF GIVING

73%

Personal experience with a nonprofit organization (NPO) is an important factor when I make charitable decisions

71%

82%

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82%

71%

Click to expand

Men Women



Messaging & Internet

Ringtones & Downloads

Music & Video

Accessories

myWireless Account

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THE AT&T POLL

What's your favorite way to stay connected?

- ☐ SOCIAL NETWORKING (FACEBOOK, etc.)
- ☐ EMAIL
- ☐ TEXTING
- ☐ TALKING ON THE PHONE
- ☐ FACE-TO-FACE CONVERSATIONS

VOTE

VIEW RESULTS

Staycation or Vacation?

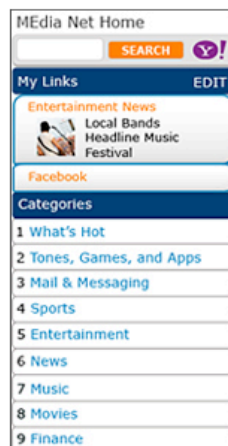
THIS YEAR, MANY FAMILIES ARE OPTING for a summer "staycation," taking advantage of fun, often-overlooked activities in their own hometown. Then again, thanks to favorable exchange rates, some notoriously expensive cities are the most affordable they've been in years. In some ways, it's a great time to travel abroad. No matter which option you choose, your mobile phone has never been more valuable. Not only will it allow you to stay in touch, but it's also an essential tool for planning, researching and enjoying your trip.

Staycation

Staying home and having fun are not mutually exclusive—especially with AT&T products and services to guide you

Road Trip

The [My-Cast Weather](#) forecast calls for sunshine. It's a good day to hop in your car for a trip to the beach, the mountains or the countryside. You can leave the map at home — [AT&T Navigator](#) provides GPS turn-by-turn directions and traffic alerts and even helps you find the cheapest gas stations!



Room Service...

Kick back and order in tonight, just like in a hotel but with lots more options. Pizza? Chinese? Indian? The [mobile Web](#) is already on your phone. Search [menupages.com](#) to find the perfect meal, delivered right to your door.

...and a Movie

Summer means it's blockbuster time at the box office, and all you need is your phone to stay on top of the latest releases. Use the [mobile Web](#) to get local showtimes and read reviews to help you decide which movie to see.

Vacation

Your AT&T phone is your key to convenience while traveling abroad—think of it as your ultimate travel companion

Shopping

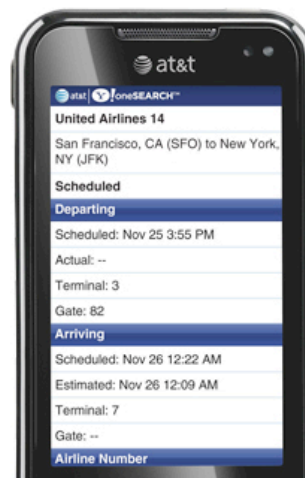
Tally your purchases on your phone's calculator while shopping internationally. And use [AT&T Navigator Global Edition](#) to find your way through the trendy boutique-lined lanes of the world's most stylish fashion districts and open-air markets.

Museum Trip

On your phone's [mobile Web](#) browser, go to [museumspot.com](#) and download a podcast to enrich your visit to one of the world's most renowned museums.

Heading Home

Before leaving, check to make sure your flight is on time using the [mobile Web](#) on your phone. Just search on [flightarrivals.com](#) to get all the info you need. It's time to head back to the real world!



GOLD'S GYM E-NEWSLETTER & MICROSITE



GOLD'S GYM EXTRA

GYM Locator About Gold's Health & Fitness Franchising Customer Care

WORKOUT



3-2-1, GO!

Celebrity trainer Ramona Braganza takes a break from training Scarlett Johansson to explain her 3-2-1 Method—the best workout for a busy holiday season.

[Click here for more](#)

HEALTH



Think Before You Drink

Get the calorie lowdown on classic holiday drinks—and how much treadmill time they'll take to work off.

[» read more](#)

NUTRITION



20 Ways to Torch 200 Calories

Staying slim doesn't have to be a major undertaking. [Health.com](#) found 20 easy ways to burn calories without attending a fitness boot camp.

[» read more](#)

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GOLD'S GYM EXTRA

GYM Locator About Gold's Health & Fitness Franchising Customer Care

HEALTH



GOLD'S GYM MARCH MUSIC MADNESS

What is the ultimate workout song of all time? We're asking our members and fans to nominate their favorites then letting the public decide once and for all!

[Click here for more](#)

WORKOUT



Tour de Cure

In an effort to make a difference in the lives of the more than 25 million Americans with diabetes, Gold's Gym has once again teamed up with the American Diabetes Association to sponsor Tour de Cure, a series of fund-raising cycling events held nationwide.

[» read more](#)

NUTRITION



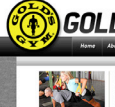
Feel-Full Quick Tricks

It's not just what you eat that can make you more satisfied—it's how you eat, too. Try these tips from [Health.com](#) to feel fuller longer.

[» read more](#)

FORWARD TO A FRIEND >>

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ARTICLES | TOOLS | APPLICATIONS

THE MOST OVERLOOKED MUSCLES

These are the muscles that most people neglect, but they're essential for a strong, healthy body. Learn how to target them with these exercises.

[» read more](#)

10 Slimming Kitchen Tools

Most of us know which foods to avoid if we're on a diet. But what kitchen gadgets should we have? [Health.com](#) highlights 10 genius gadgets.

[» read more](#)

GRATER/ZESTER

"I use a fat grater cheese—and get some fat. That's right. It's also handy for grating small amounts of chocolate. Grater makes onion and garlic easy." You can use the peels in vegetable broth. In soups for fish, most burgers. It's a great free fat grater that's a lot of fun.



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AFP/Getty Images

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THE DECIDER

Use our exclusive new tool to find a great movie to watch!

BEGIN DECIDING

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Love, loss and laughter on screen.

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Watch your favorite animated heroes save the day!

LEONARD MALTIN PICKS
The famous movie critic shares his favorites.

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Some gems you may have missed!

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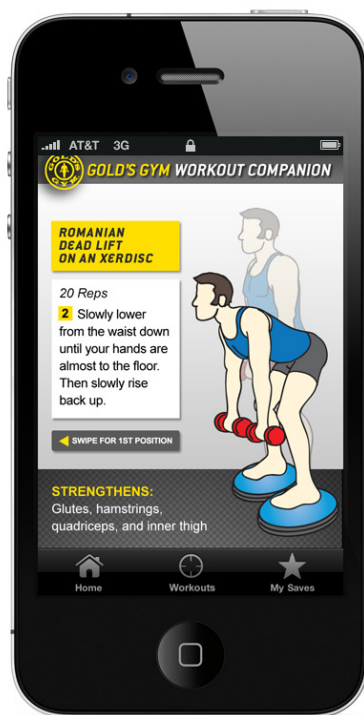
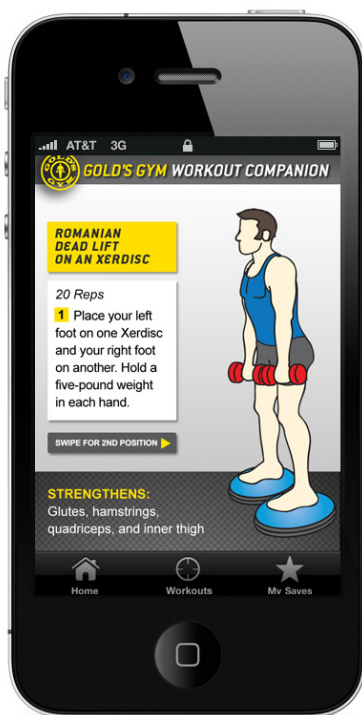
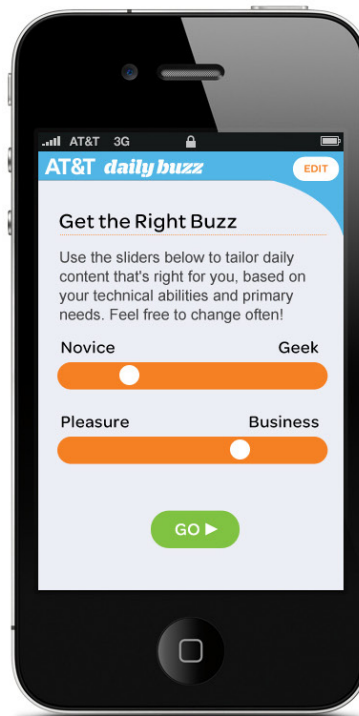
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Bringing you the top entertainment news from around the web. »

XFINITY INSIDER
about 24 hours ago
Dinner & a Movie: 'Milk'

XFINITY

IPHONE APP PROPOSALS



TRAVEL E-BOOK

A MINI MOBILE TRAVEL GUIDE



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I'm in...

Bloomington, Indiana



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- **ENTERTAINMENT**
- **MUSEUMS**
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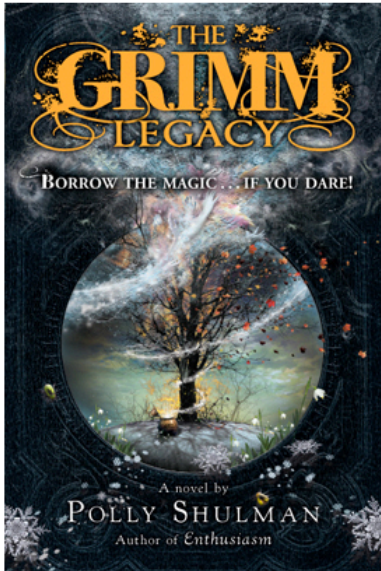
AUTHOR WEBSITE

Polly Shulman



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The Grimm Legacy G.P. Putnam's Sons

"Shulman makes us privy to the delectable details of Grimm fairy tales while adding her own fresh twist."
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"Shulman combines down-to-earth teens concerned with fitting in with a wonderfully occult magical world."
—*Horn Book*

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FILM WEBSITE

The Archive

A film by Ethan Spigland

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Trailer

07/29/12 17:05:57 CAM 2

If you had the security footage of your past, would you understand it?