Conformal symmetry: Template for QCD

- Take conformal symmetry as initial approximation; then correct for non-zero beta function and quark masses

- Eigensolutions of ERBL evolution equation for distribution amplitudes

- Commensurate scale relations: relate observables at corresponding scales: Generalized Crewther Relation

- Fix Renormalization Scale (BLM)

- Use AdS/CFT

V. Braun et al; Frishman, Lepage, Sachrajda, sjb