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

 V. Braun et al;
 Frishman, Lepage, Sachrajda, sjb
- Commensurate scale relations: relate observables at corresponding scales: Generalized Crewther Relation
- Fix Renormalization Scale (BLM)
- Use AdS/CFT