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CUSTOMER S ADVISORY: CONCEPTUALIZATION, DEFINITION AND EXPLANATION



Createspace, United States, 2009. Paperback Book Condition: New. 229 x 152 mm. Language: English. Brand New Book ***** Print on Demand *****. In today s globally competitive market, organizations are in need of cultivating an enhanced customer-centric culture. By strategically using customer feedback, the organizations are able to improve interactions across all possible customer touch points, extend customer relationship and lifetime value through better communication and become able to guide product innovation to match emerging market values and demand, so...

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