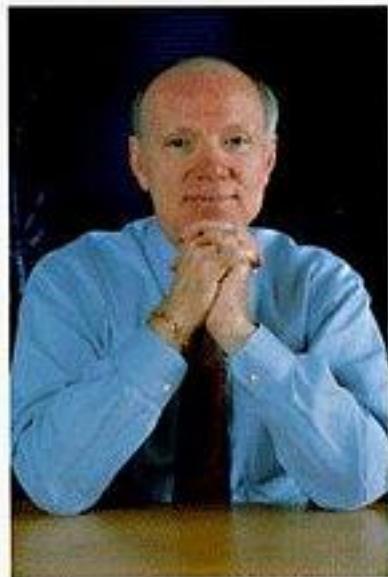


Relationship Marketing

“A short, sharp slap in the face of conventional marketing thinking.”
-Alvin Toffler

RELATIONSHIP MARKETING



Successful
Strategies
for the Age
of the
Customer

**REGIS
McKENNA**

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著者:Regis McKenna

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The bestselling author of *The Regis Touch* expands on his previous work to focus on building crucial relationships that help a company dominate--and own--the market in this age of the customer. Includes stories, insights, and advice to give readers an edge in today's fiercely competitive climate.

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