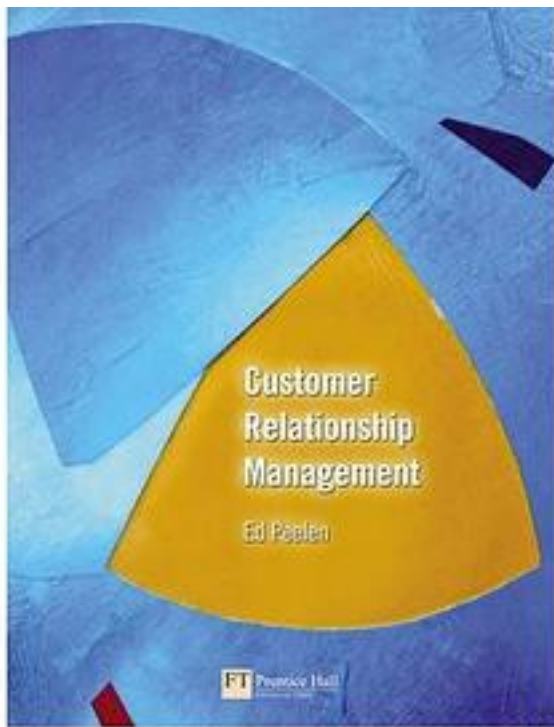


Customer Relationship Management



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This title is all about the latest techniques for attracting and retaining customers. It looks at techniques of "customerized selling", how to create a culture of creativity in your business; ideas for customer service skills, how to segment your customers by value, pattern and buying criteria and how to generate a customer culture through the right methods of recruitment and training.

作者介绍:

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