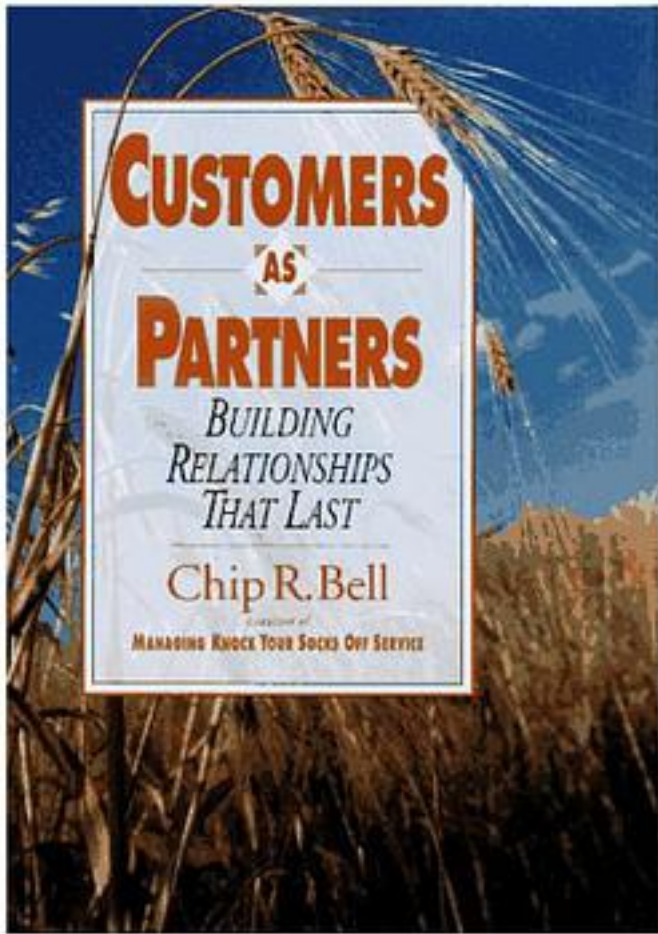


# Customers as Partners



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著者: Bell, Chip R.

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Chip R. Bell--author of the popular Managing "Knock Your Socks Off" Service--presents a clear blueprint for maximizing business success by enhancing customer loyalty and

building lasting relationships. Each chapter includes an illustrative story and key principles. "Excellent advice."--Ken Blanchard.

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