

Customer Loyalty and Success



[Customer Loyalty and Success_ 下载链接1_](#)

著者:James J. Lynch

出版者:Palgrave Macmillan

出版时间:1995-06-19

装帧:Hardcover

isbn:9780333639108

作者介绍:

目录:

[Customer Loyalty and Success_ 下载链接1_](#)

标签

评论

The business research in the UK genuinely lags far behind that in the US. This book illustrates a framework about customer loyalty and related concepts, which is not a bit novel and innovative. Furthermore, the arguments in the book are also non-academic in that the details are not supported by persuasive and reliable academic references.

[Customer Loyalty and Success_ 下载链接1_](#)

书评

[Customer Loyalty and Success_ 下载链接1_](#)