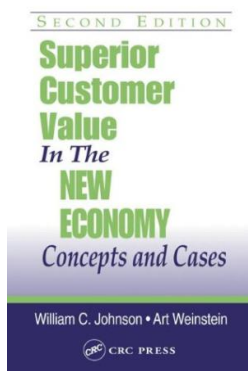


Superior Customer Value in the New Economy: Concepts and Cases, Second Edition



Book Review

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(Andreane Heller)

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