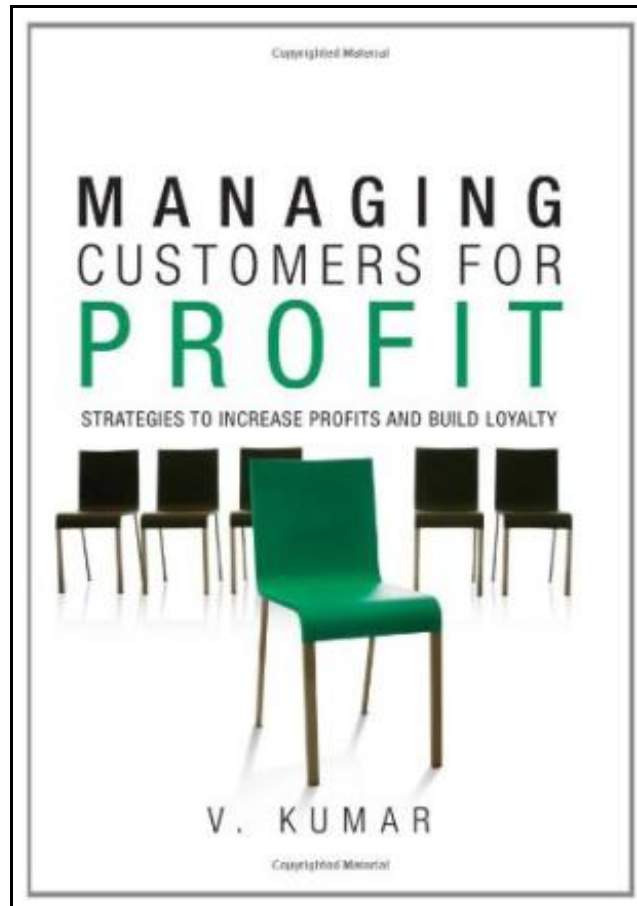


Managing Customers for Profit: Strategies to Increase Profits and Build Loyalty



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MANAGING CUSTOMERS FOR PROFIT: STRATEGIES TO INCREASE PROFITS AND BUILD LOYALTY



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