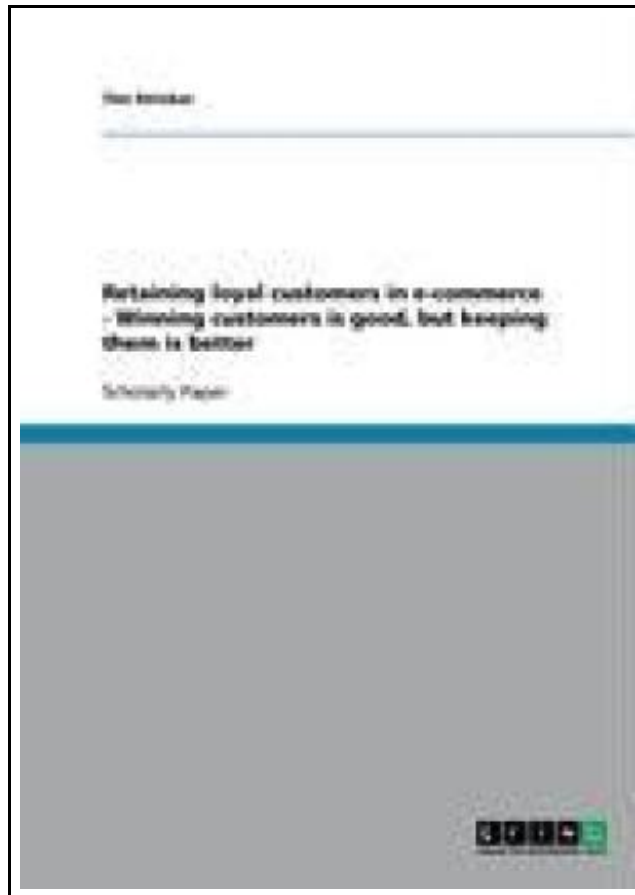# Retaining loyal customers in e-commerce - Winning customers is good, but keeping them is better

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