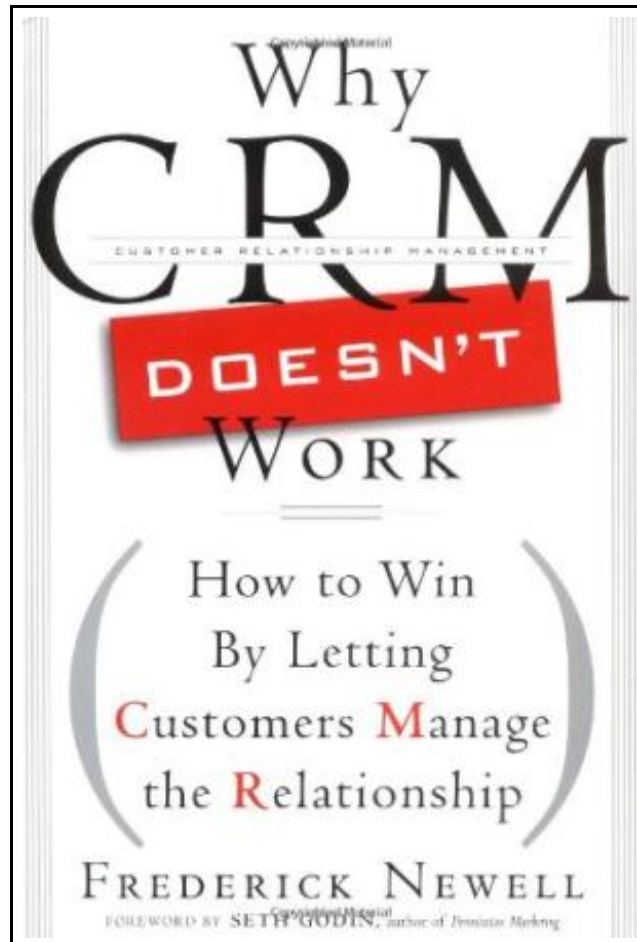


## Why CRM Doesn't Work: How to Win By Letting Customers Manage the Relationship



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