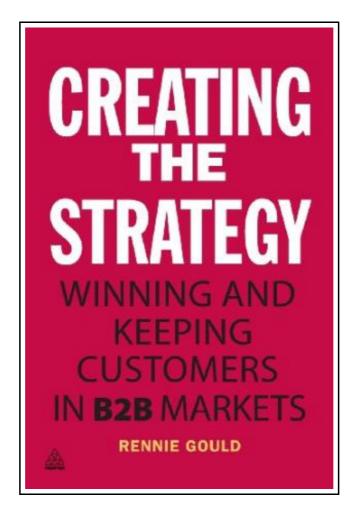
Creating the Strategy: Winning and Keeping Customers in B2B Markets



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