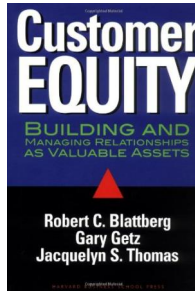


Customer Equity: Building and Managing Relationships as Valuable Assets (Hardback)



Book Review

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