

Superior Customer Value: Strategies For Winning And Retaining Customers, Third Edition By Art Weinstein

By Art Weinstein

Art Weinstein, William C. Johnson , Superior Customer Value: Strategies for Winning and Retaining Customers, Third Edition.

Superior customer value : strategies for winning and retaining customers. Art Weinstein. strategies for winning and retaining customers".

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Weinstein, A. (2012). "Superior Customer Value: Strategies for Winning and Retaining Customers." Third Edition, Boca Raton, Florida: CRC Press-Taylor & Francis.

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