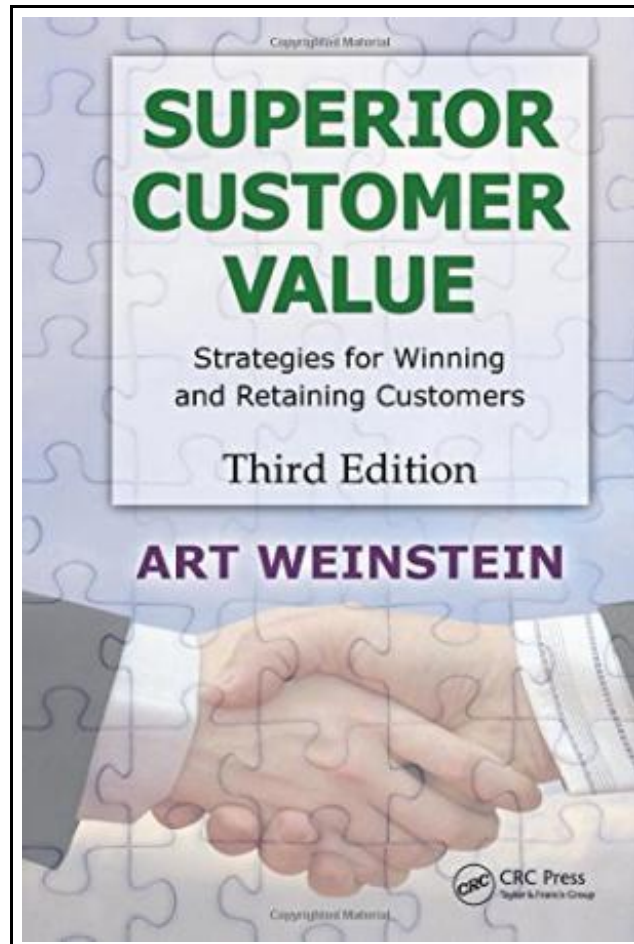


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SUPERIOR CUSTOMER VALUE: STRATEGIES FOR WINNING AND RETAINING CUSTOMERS (HARDBACK)


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