

# Managing Customers

*Siobhan McAleer*

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## **MANAGING CUSTOMERS**

**Siobhan McAleer**



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**Siobhan McAleer : Managing Customers** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Managing Customers:

Today's companies must attract customers with strong customer value propositions, keep them by delivering superior value and manage the company/customer interface. This ebook shows that customer relationship-building is not a destination, but a journey.