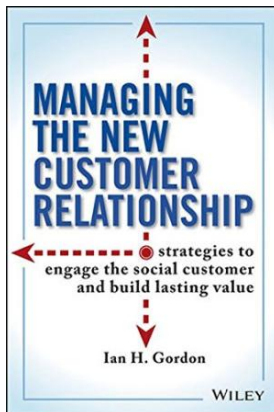


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# MANAGING THE NEW CUSTOMER RELATIONSHIP: STRATEGIES TO ENGAGE THE SOCIAL CUSTOMER AND BUILD LASTING VALUE (HARDBACK)



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- Authored by Ian Gordon
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