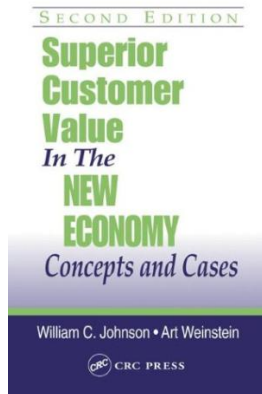


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SUPERIOR CUSTOMER VALUE IN THE NEW ECONOMY: CONCEPTS AND CASES, SECOND EDITION



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