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Sommario/riassunto	Do Your Customers Make More Money Doing Business With You? Knowing the answer can help you build measurable and valuable customer relationships, outperform the competition, and unlock profitable growth. Companies are blind to opportunities for profitable

customer relationships without a deep understanding of how they create customer value relative to competitors. With a rigorous and measurable understanding of how customers make more money today and in the future with you, combined with supporting plans and tools to align the entire organization for success, a company can win

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