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Sommario/riassunto	Whether you are a global Fortune 500 organization or a small business Managing Customers Through Economic Cycles show you how to optimize your business's sales and marketing approaches specific to survive and thrive in each economic cycle and transition. ""The business

case for continuing to invest in service and innovation can be compromised by an economic downturn. McKean clearly lays out the case for weathering the economic storm by achieving a careful balance of investment in the areas that truly matter - and continually using data to reinforce the idea that business can be more s
