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Relationships; Ensure that Employees Can Create We Relationships;
Many of Them, Many of You; six; WE-THE BENEFITS ENDURE; Our
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Sommario/riassunto

In this fresh, original book, Steve Yastrow turns conventional sales and marketing on its head by showing what really motivates your customers: A strong relationship with your business. Both a manifesto and how-to guide, We: The Ideal Customer Relationship will change the way you interact with customers and change the way your customers think about