

Managing Customers As Investments: The Strategic Value Of Customers In The Long Run By Sunil Gupta

By Sunil Gupta

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Sunil Gupta is Meyer Feldberg a strategic consulting group that specializes in customer management. The Strategic Value of Customers in the Long Run

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<http://michaelmcdernment.com/2006/09/14/managing-customers-as-investments/>

Managing Customers as Investments. The Strategic Value of Customers in the Long Run, Managing Your Customers as Investments has the answers.
<http://sellingenergy.com/blogs/jewell-insights-blog/34203521-managing-customers-as-investments>

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