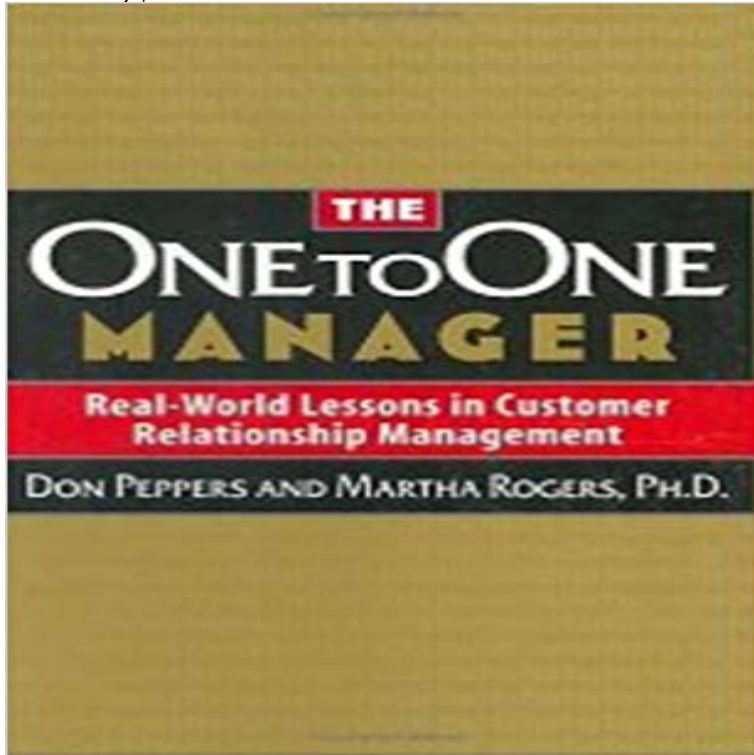


The One to One Manager: Real-World Lessons in Customer Relationship Management



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