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managing customer relationships - ruth n. bolton - managing customer relationships 5 relationships must be carefully managed and customer loyalty must be earned (rust et al., 2004). however, the customer base is certainly a market-based asset that should be measured, managed,
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the role of career development in improving organizational ... - the role of career development in improving organizational effectiveness and employee development robert c. merchant, jr. abstract today's employees are more career conscious than ever.
answers - acca global - the customer perspective is addressed by the customer survey scores. this addresses the objective of delighting customers. however, there is no direct attempt to measure the objective of improving brand loyalty.
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the trust edge - skillsoft - introduction in 2009 at the world economic forum in china, world leaders got it right when they declared that our biggest crisis is a lack of trust and confidence.
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