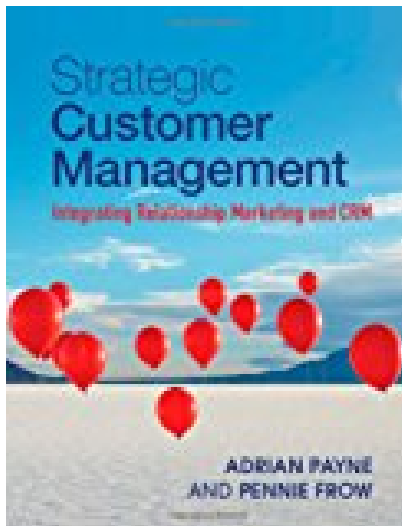


Strategic Customer Management Integrating Relationship Marketing and CRM



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