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COMPETING FOR CUSTOMERS: WHY DELIVERING BUSINESS OUTCOMES IS CRITICAL IN THE CUSTOMER FIRST REVOLUTION



Pearson Education (US). Hardback. Book Condition: new. BRAND NEW, Competing for Customers: Why Delivering Business Outcomes is Critical in the Customer First Revolution, Jeb Dasteel, Amir Hartman, Craig LeGrande, With the right customer success strategy, when your customers win, you win! In this guide, world-renowned customer success expert Amir Hartman and Oracle Chief Customer Officer Jeb Dasteel give you a clear, focused, usable roadmap for developing and executing acustomer success strategy capable of delivering immense return on investment. Everyone talks...

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