## Librería

## Bonilla y Asociados

desde 1950





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As customer orientation continues to gain importance in the marketing field, there has been a growing concern for organizations to implement effective customer centric policies.

Customer-Centric Marketing Strategies: Tools for Building Organizational Performance provides a more conceptual understanding on customer-centric marketing strategies as well as revealing the success factors of these concepts. This book will discuss how to improve the organization's financial and marketing performance.

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