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Hyndsight 20/20, 2017. Paperback. Condition: New. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. In this engaging and easy-to-read book, follow along with fictional insurance agency owner, Jim Wakefield, as he fights to keep his struggling small business afloat. Slowly and surely, he discovers not only how to find more customers, but also how to retain them for the long-term through loyalty-generating marketing initiatives. For clarity, the authors step in at the end of each chapter to...

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- Authored by MR John M Tate
- Released at 2017



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