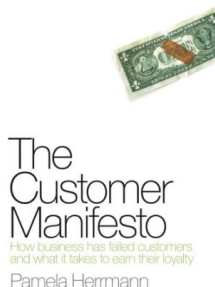


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THE CUSTOMER MANIFESTO: HOW BUSINESS HAS FAILED CUSTOMERS AND WHAT IT TAKES TO EARN LASTING LOYALTY



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