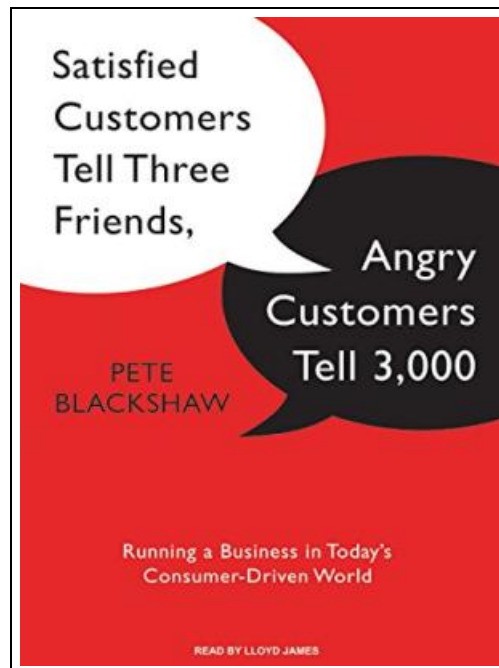# Satisfied Customers Tell Three Friends, Angry Customers Tell 3,000: Running a Business in Today s Consumer-Driven World

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