

# Customer-Centric Marketing Strategies: Tools For Building Organizational Performance (Premier Reference Source) By Hans-Ruediger Kaufmann

By Hans-Ruediger Kaufmann

Mohammad Fateh Ali Khan-Kaufmann, Hans Ruediger 9781466658813 Yin Yang and Organizational Performance Customer-centric Business Strategy

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<http://www.marketingprofs.com/articles/2011/6180/the-six-cs-of-a-customer-centric-marketing-and-sales-pipeline>

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