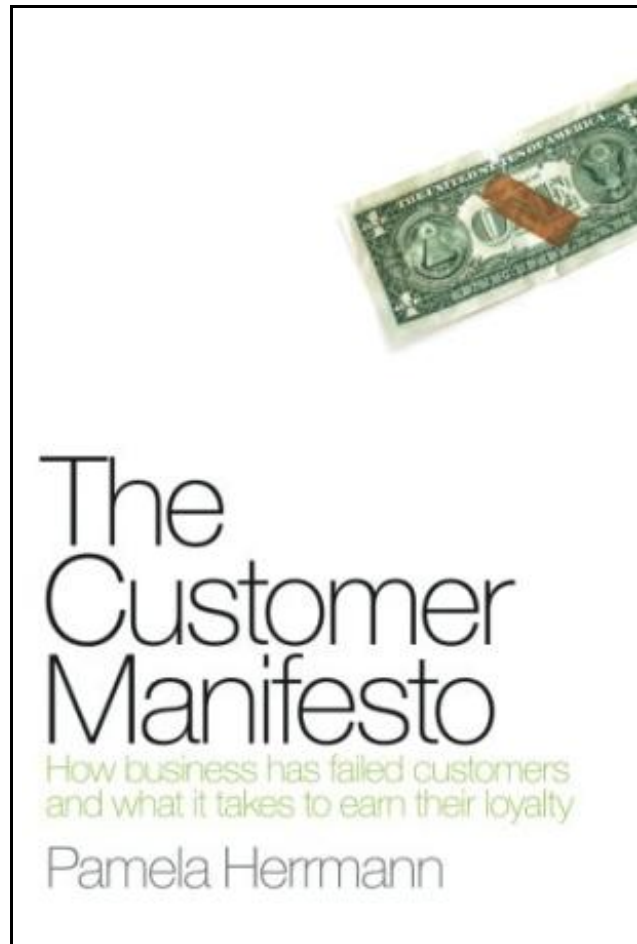


## The Customer Manifesto: How Business Has Failed Customers and What It Takes to Earn Lasting Loyalty



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