



Customers Are People ... The Human Touch

John McKean

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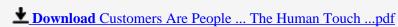
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Although 70% of the customer's decision to buy is based on how they are treated as people, few ornganizations have recognized its importance as well as understanding how to implement the "human touch" art as a science. John McKean provides a practical guide to implementing this art as consistent, business-wide, technology-enabled science drawn form proven approaches from world-class human touch practitioners.



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