



# Customers Are People ... The Human Touch

*John McKean*

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## **Customers Are People ... The Human Touch** John McKean

Although 70% of the customer's decision to buy is based on how they are treated as people, few organizations 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 from proven approaches from world-class human touch practitioners.

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