



Customer Is King: How to Exceed Their Expectations (Virgin Business Guides)

Robert Craven

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What happens to your customers when you do business with them? Customer is King helps you to approach the problem from the point of view of the clients and work towards the level of customer satisfaction that makes them come back to you again and again.

Practical and packed full of easy-to-understand advice, you'll find:

- * checklists and worksheets
- * case studies of real businesses
- * frequently asked questions

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