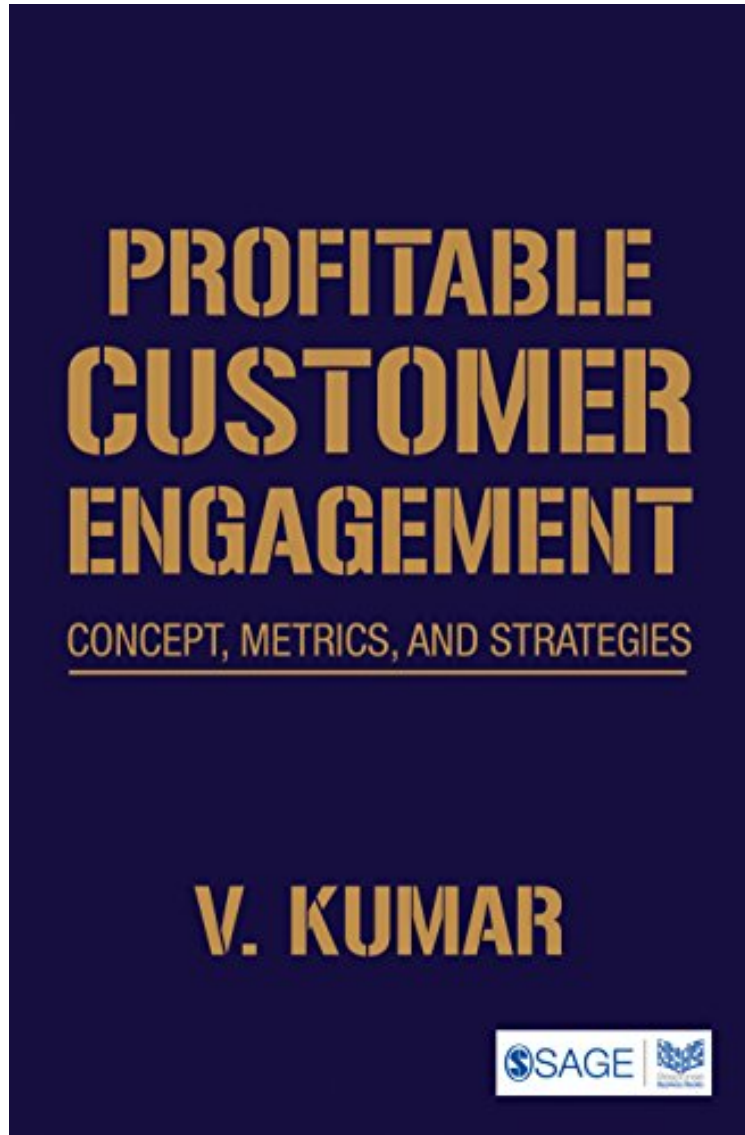


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# Profitable Customer Engagement: Concept, Metrics and Strategies

V. Kumar

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