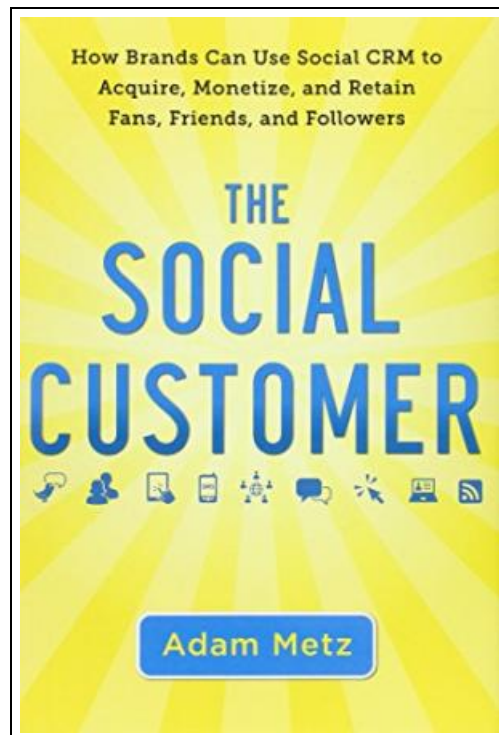


The Social Customer: How Brands Can Use Social CRM to Acquire, Monetize, and Retain Fans, Friends, and Followers



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Reviews

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THE SOCIAL CUSTOMER: HOW BRANDS CAN USE SOCIAL CRM TO ACQUIRE, MONETIZE, AND RETAIN FANS, FRIENDS, AND FOLLOWERS

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