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Pearson Education Limited, United Kingdom, 2003. Paperback. Book Condition: New. 234 x 160 mm. Language: English. Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.GET TO KNOW YOUR FUTURE CUSTOMERS The future is a profit stream waiting to happen, but it takes careful observation and anticipation to make it flow your way. Martin Raymond What would you give to see today what your customers will want tomorrow? To discover their needs, desires and chosen brands. Who will they be? How...

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- Authored by Martin Raymond
- Released at 2003



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