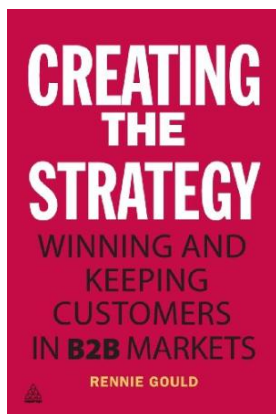


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# CREATING THE STRATEGY: WINNING AND KEEPING CUSTOMERS IN B2B MARKETS (PAPERBACK)



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- Authored by Rennie Gould
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