



Mastering Customer Relations (Palgrave Master Series (Business))

Roger I. Cartwright

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An introduction to customer relations, customer service and customer care, describing the concepts, their practical application and their importance. This guide is designed for students of business studies, management and associated fields, the qualification frameworks for which include a study of customer relations, whether as cores or options. The author uses practical examples from real organizations in all sectors of economic and social activity to support the concepts that are introduced in an accessible format.

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