

Beyond The Ultimate Question: A Systematic Approach To Improve Customer Loyalty By Bob E. Hayes



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Beyond the Ultimate Question. Hayes, B. E. (2009). Beyond the ultimate question: A systematic approach to improve customer loyalty. Quality Press.

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Frederick F. Reichheld and The Ultimate Question: Promoter system" to emphasize elements of the approach beyond the metric. Reichheld holds a B.A. from

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Bob E. Hayes is the author of Measuring Customer Satisfaction and Loyalty: Beyond The Ultimate Question: A Systematic Approach To Improve Customer

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