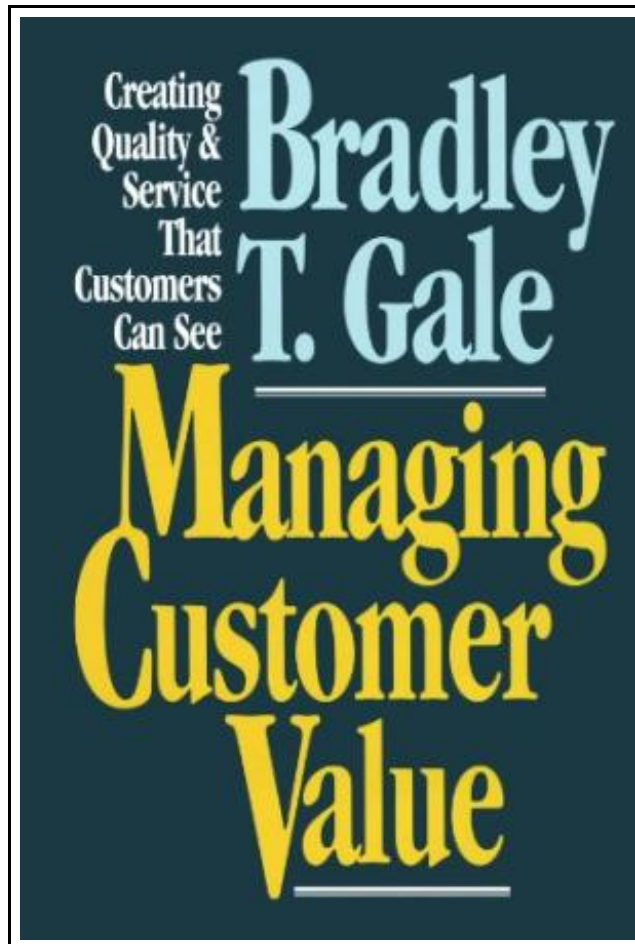


## Managing Customer Value: Creating Quality and Service That Customers Can Se



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