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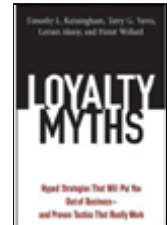
By Timothy L. Keiningham, Terry G. Vavra, Lerzan Aksoy and Henri Wallard
Would you believe everything you know about customer loyalty is wrong?

Indeed, loyalty is hard to come by and even harder to keep. *Loyalty Myths: Hyped Strategies That Will Put You Out of Business – and Proven Tactics That Really Work* draws a clearer picture of how businesses can achieve customer loyalty and use that knowledge to thrive in the marketplace.

The authors of *Loyalty Myths* make a compelling case by using facts and research to debunk 53 common beliefs, such as older customers are more loyal and repeat purchase equals customer loyalty, and reveals that the facts behind them are mostly incomplete observations.

If you are seeking to build solid customer relationships, this is a good place to start.

Corris A. Williams

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