

**52 THINGS** EVERY ADVERTISING AND MARKETING  
PROFESSIONAL SHOULD KNOW

# **THE ART** **OF CLIENT SERVICE.**

THE CLASSIC GUIDE  
**THIRD EDITION**

**ROBERT SOLOMON**

FOREWORD BY IAN SCHAFER, FOUNDER AND CEO, DEEP FOCUS

# Resumo de The Art of Client Service: The Classic Guide, Updated for Today's Marketers and Advertisers

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