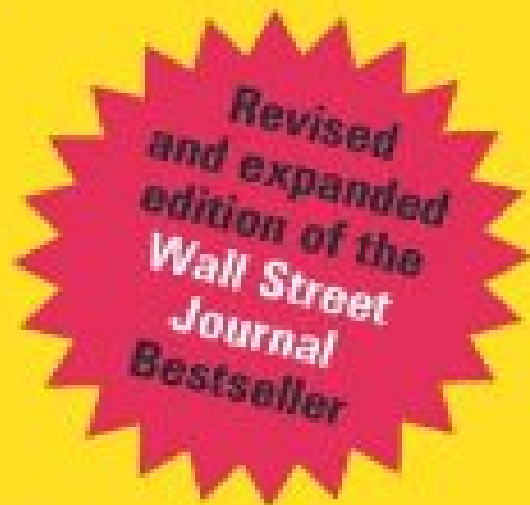




THE ULTIMATE QUESTION 2.0

How **NET PROMOTER** Companies
Thrive in a Customer-Driven World

FRED REICHHELD

Bestselling author of **THE LOYALTY EFFECT**

WITH ROB MARKEY

Resumo de The Ultimate Question 2.0: How Net Promoter Companies Thrive in a Customer-Driven World

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