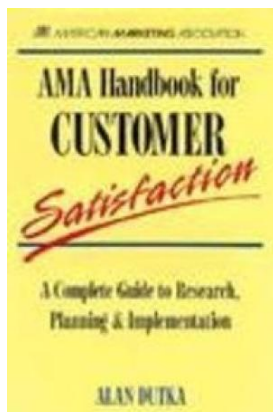


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# AMA HANDBOOK FOR CUSTOMER SATISFACTION : A COMPLETE GUIDE TO RESEARCH, PLANNING, AND IMPLEMENTATION



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- Authored by Alan F. Dutka
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