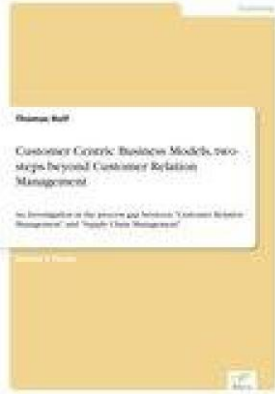


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CUSTOMER CENTRIC BUSINESS MODELS, TWO STEPS BEYOND CUSTOMER RELATION MANAGEMENT



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