



Extreme Trust: Honesty as a Competitive Advantage [Hardcover] [2012] (Author) Don Peppers, Martha Rogers

By (author) Martha Rogers By (author) Don Peppers

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Introduced the idea of managing interactive customer relationships, long before the Web and social networking made it standard business practice, with this title the authors look to the future once again, predicting that rising levels of transparency will require companies to protect the interests of their customers and employees proactively.

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