



# Customer at the Crossroads: From Parable to Practice

Eric Harvey, B J Gallagher Hateley

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### **Customer at the Crossroads: From Parable to Practice**

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Customer at the Crossroads: From Parable to Practice Eric Harvey, B J Gallagher Hateley This text uses a humorous parable to emphasize the importance of making the customer the centre of a business. Like classic fairytales that taught important values, this booklet demonstrates the importance of living the values we say we believe in.



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