

**The Satisfied Customer: Winners And Losers
In The Battle For Buyer Preference**

By Claes Fornell



In the United Kingdom, the J.D. Power UK Car Customer Satisfaction Index reviews all cars that have reached two years of age at the time of publication.

Claes Fornell is the author of *The Satisfied Customer* (3.86 avg rating, 7 ratings, 1 review, published 2007), *Managing Forward* and *Claes Fornell's Followers*.

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The satisfied customer: Winners and losers in the battle for buyer preference, by Claes Fornell, New York, Palgrave Macmillan, 2007, 256 pp., \$27.95 (hardback), ISBN

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