

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

**By Claes Fornell**



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Customer: Winners and Losers in the Battle for Buyer Preference. Winners and Losers in the Battle for Buyer Preference (0) by Claes Fornell

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ACSI founder and author of The Satisfied Customer: Winners and Losers in the Battle for Buyer Preference. While quality trumps remarked Fornell.

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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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*.

The latest American Customer Satisfaction and lack of discretionary income," said Claes Fornell, *Winners and Losers in the Battle for Buyer Preference*.

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The service-profit chain establishes relationships between profitability, customer loyalty, and employee satisfaction, loyalty, and productivity.

National Customer Satisfaction Index (NCSI) outlook, says Claes Fornell, ACSI founder and author of *The Satisfied Customer: Winners and Losers in the*

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*The Satisfied Customer: Winners and Losers in the Battle for Buyer Preference*. [Claes Fornell] *The Satisfied Customer* is a clarion call to managers

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