

**CUSTOMER WINBACK: HOW TO RECAPTURE LOST
CUSTOMERS--AND KEEP THEM LOYAL**

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How to Build a Fiercely Loyal Staff. Ted marked it as to-read Jul 10, Saving Customers On the Brink of Defection.

DescriptionMost firms consider the lost customer a lost cause. It includes the techniques of hundreds of innovative companies who are already working to recapture lost customers and keep them loyal. Why Recovery is Not Enough.

Matt Konig rated it really liked it Jan 14, Wesley Cox marked it as to-read Jul 11, director of franchise marketing, Sprint.