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Kindle Edition by Fred Reichheld (Author), Rob Markey (Contributor)

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Summary: The Ultimate Question 2.0 3

The Ultimate Question 2.0 is full of practical and powerful insights that can help you build a great business that is grounded in customer loyalty. This should become a business classic. □John Donahoe, former CEO, eBay Net Promoter has helped us create an intense focus on doing what's right for our clients and for our people.

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