



# Customer is King: How to Exceed Their Expectations (Virgin Business Guides)

*Robert Craven*

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**Customer is King: How to Exceed Their Expectations (Virgin Business Guides)** Robert Craven

Make your business stand out from the crowd - look at it through your customers' eyes, understand what they really want and, ultimately, get them to buy from you. Includes, checklists and worksheets, case studies of real businesses, and answers to frequently asked questions.

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