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your Bookshelf installed. Present five major themes using a clear and compelling customer-value approach The text ' s innovative customer-value and engagement framework ties together key concepts, and details how marketing creates customer value and captures value in return. From beginning to end, this marketing process model builds on five major customer value and engagement themes: Creating value for customers in order to capture value in return Engaging with customers using today ' s digital and social media Building and managing strong, value-creating brands Measuring and managing return on marketing Fostering sustainable marketing around the globe

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