



The Outside-In Corporation

Barbara Bund

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- Includes insights from Philip Kotler, Jack Welch, Michael Dell, Peter Drucker, Kenichi Ohmae, and other customer-based business innovators
- “Delighting the customer” is a sure route to success and profitability , as proven by customer-driven industry leaders from Microsoft to General Electric to Wal-Mart
- Barbara Bund has had a successful career in both the academic and business worlds, and is credited by Philip Kotler with popularizing the term “relationship marketing”

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