

# **Know Your Customer: New Approaches To Understanding Customer Value And Satisfaction (Total Quality Management) By Robert B. Woodruff**

**By Robert B. Woodruff**

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<http://link.springer.com/content/pdf/10.1177%2F0092070398264007.pdf>

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<http://www.esurveyspro.com/article-customer-surveys-know-your-customer-how-profiling-can-be-good.aspx>

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<http://citeseerx.ist.psu.edu/viewdoc/summary?doi=10.1.1.505.3976>

\* Integrates customer value and satisfaction into a comprehensive systematic measurement \*Hitra in zanesljiva dostava, pla ilo tudi po povzetju.\*

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[http://en.wikipedia.org/wiki/Know\\_your\\_customer](http://en.wikipedia.org/wiki/Know_your_customer)

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