

**The Butterfly Customer: Capturing The Loyalty Of
Today's Elusive Customer By Susan M. O'Dell**

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Chapter 1: marketing, creating and capturing

Vocabulary words for Chapter 1: Marketing, Creating and Capturing Customer Value. Butterflies are potentially profitable but not loyal.

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Has brand loyalty declined? a longitudinal

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Joan A. Pajunen is the author of The Butterfly Customer (3.00 avg rating, 2 ratings, 0 reviews, published 1997)

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Loyalty brand programs

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