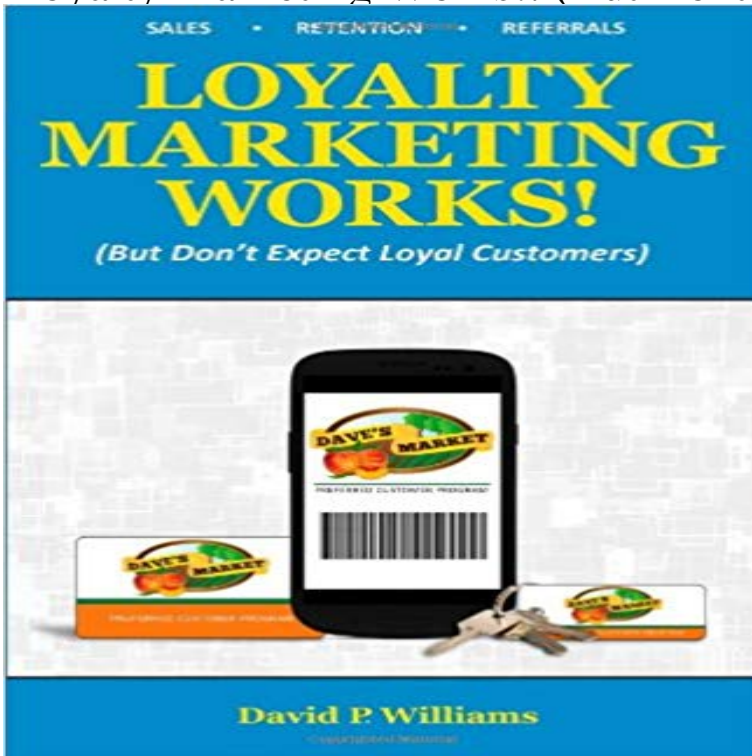


# Loyalty Marketing Works!: (But Dont Expect Loyal Customers)



One of retailers biggest pitfalls in loyalty marketing is their expectation of true customer loyalty. Too bad theres no such thing. However, with the right tools in place, youll see that customer behavior begins to look a whole lot like loyalty. Loyalty Marketing Works! (But Dont Expect Loyal Customers) will help you put those tools into place. Dave demystifies the process, and even enlightens the reader on how to engage customers using mobile technology. All this, wrapped into a fun and easy read.

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