



# **Emotional Value: Creating Strong Bonds with Your Customers**

Janelle Barlow and Dianna Maul

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## **Emotional Value: Creating Strong Bonds with Your Customers**

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Emotional Value: Creating Strong Bonds with Your Customers Janelle Barlow and Dianna Maul Combining strategic advice with wisdom found in books such as Daniel Goleman's "Working with Emotional Intelligence, "two international management consultants outline ways in which businesses can elevate levels of satisfaction.



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