



The Loyalty Effect: The Hidden Force Behind Growth, Profits, and Lasting Value (Mint First Edition)

By Frederick F. Reichheld

Harvard Business School Press, 1997. Hardcover. Book Condition: New. Dust Jacket Condition: New. 1st Edition... Harvard Business School Press [1996]. First edition. Tenth printing. Hardbound. New, in dust jacket. Very fine/very fine in all respects. A pristine unread copy. 0.0.



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