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Spring Advertising Ltd, United States, 2015. Paperback. Book Condition: New. 216 x 140 mm. Language: English. Brand New Book ***** Print on Demand *****. Why do some businesses fail while others thrive no matter what? It's all in the customer. This fast moving, real-world analysis of a ten-year world-wide research study reveals how one kind of customer is responsible for over 75% of discretionary spending today. Meet the customer who bought a Subaru at full price at the...

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- Authored by Rob Schlyecker, Schlyecker Rob
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