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<http://recursosmarketing.icemd.com/bibliografia/the-customer-experience-management-a-revolutionary-approach-to-connecting-with-your-customers/>

What is Customer Experience Management (CEM)? Bernd Schmitt, author of Customer Experience Management- A Revolutionary Approach to Connecting with Your Customers

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Summary of Customer Experience Management The revolutionary approach that Bernd H. Schmitt is seminal work on the broader theory of customer experience.

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