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Customer advocacy can be integrated into a company's strategic goals and measured through customer satisfaction, retention, and profitability. A popular proxy for customer advocacy is the Net Promoter Score. [2]

### **Customer advocacy - Wikipedia**

Hutt, D. M., Spech, W. T. Business Marketing Management-A Strategic View of Industrial and Organizational Markets, New York: Thomson South-Western PH, 2004; Jan 2006 Douglas West

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### **Faculty Directory - Texas Tech University - Acalog ACMS™**

21 David W. Cravens, Strategic Marketing, (Jakarta: Erlangga, 1996), Cet. 3, h. 85. 25 Mendesain strategi pemasaran berarti melaksanakan prosedur tiga langkah secara sistematis, bermula dari

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strategi segmentasi pasar (market segmentation strategy), kemudian

## **BAB II LANDASAN TEORI A. Strategi 1. Pengertian Strategi**

1967-68 Rodney G. Keif, Environmental Engineering David M. Grant, English Wesley S. Ward, Architecture 1968-69 Robert M. Johnson, Mechanical Engineering Bruce Kennelly, Chemistry Alice E. Roberts, Education

## **Faculty and Staff < California Polytechnic State University**

André D. Carson (born October 16, 1974) is an American politician serving as the U.S. representative for Indiana's 7th congressional district since 2008. A member of the Democratic Party, his district includes the southern four-fifths of Indianapolis, including Downtown Indianapolis. He became the dean of Indiana's congressional delegation following the retirement of Representative Pete ...

## **André Carson - Wikipedia**

Organizational control comprises the specification of organizational standards for aligning the actions of employees with the goals of the organization, as well as the monitoring and rewarding of the extent to which such standards are met (Flamholtz, Das, & Tsui, 1985; Snell, 1992). Control practices can consist of varying combinations of formal and informal controls.

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