

## Coupons as an instrument for manufacturers of consumer goods to achieve customer loyalty



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### ***Reviews***

*It is one of my favorite publications. Indeed, it can be playful, nonetheless an interesting and amazing literature. I discovered this publication from my father and he suggested this publication to understand.*  
(Camryn Williamson)

## COUPONS AS AN INSTRUMENT FOR MANUFACTURERS OF CONSUMER GOODS TO ACHIEVE CUSTOMER LOYALTY

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