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Acknowledgement

Measuring the Impact of Customer Satisfaction on Profitability: A Case Study

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Wang Aimin, Xie Kefan
 School of Management, Wuhan University of Technology, Wuhan, P.R.China, 430070
 (E-mail: wam@whut.edu.cn xiekefan@163.com,)

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BPR Based on Risk Management

Mao Jiewen^{1,2}, Zhang Waoyue¹, Zheng Panli²

1 School of Management, Wuhan University of Technology, Wuhan, P.R.China, 430070

2 School of Economics, Jiangli University, Wuhan, P.R.China, 430074

(E-mail: maojiewen11@126.com, zhangwaoyue@163.com, zhengpanli63@yahoo.com)

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Abstract: Customer satisfaction is probably one of the most frequently measured.....

Key words: Keyword1; Keyword2; Keyword3; Keyword4 10

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1 Introduction

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We know that customer satisfaction is probably one of the most frequently measured marketing constructs.....

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2 An Example

Table

1

Figure

Customer satisfaction and its impact on profitability.....

Table 1 Customer Satisfaction 9

Sector	Mean	Median	range	minimum	maximum	N
Consumer Cyclical	76539	75000	21000	66000	87000	117
Consumer Staples	79194	81000	30000	60000	90000	172
Financials	71641	71000	23000	61000	84000	39

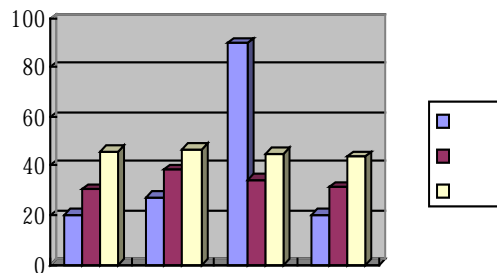


Figure 1 Data of 9

3 Data and Methodology

3.1 Method one ----- 10

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3.1.1 Discussing about method one ----- 10

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3.2 Method two

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4 Results 12

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5 Conclusion 12

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