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a company ought to agree on the elements of the customer-engagement ecosystem hot issues and shaping degree of engagement a customer

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as if they were the only or most important challenges financial industry issues that financial customer behaviors and

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as well as key connections, between customer engagement and customer experience, especially the issues that are severe hassles to customers.

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### **Customer engagement: contemporary issues and**

How customers and consumer behavior has been changing due to technology and other forces is of prime interest. This book addresses the central questions regarding new