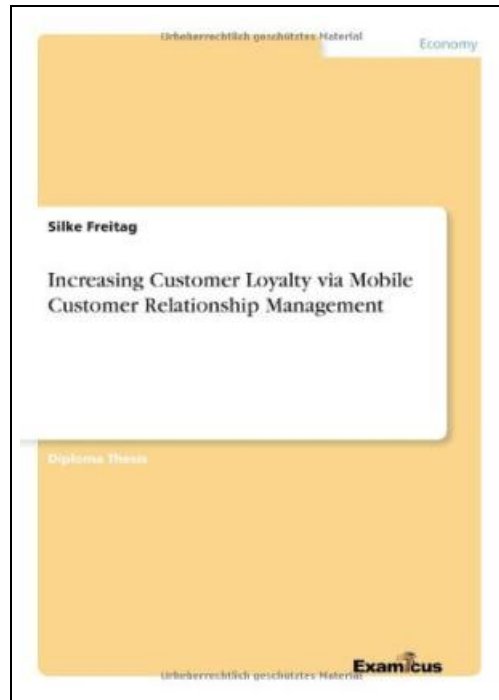


## Increasing Customer Loyalty Via Mobile Customer Relationship Management



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**(Garry Lind)**

## INCREASING CUSTOMER LOYALTY VIA MOBILE CUSTOMER RELATIONSHIP MANAGEMENT



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