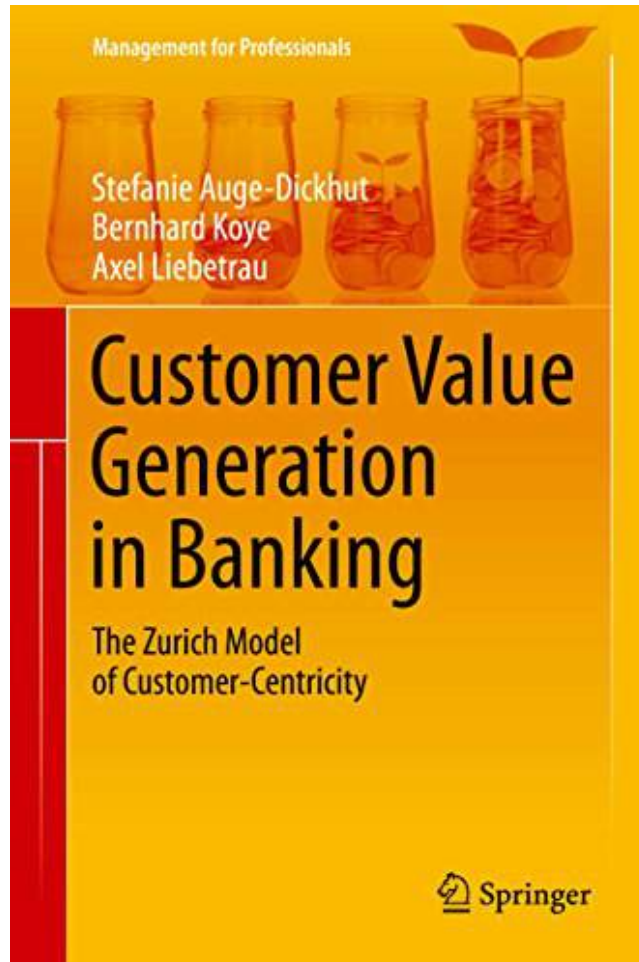


Customer Value Generation in Banking: The Zurich Model of Customer-Centricity (Management for Professionals)

By *Stefanie Auge-Dickhut, Bernhard Koye, Axel Liebetrau*
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