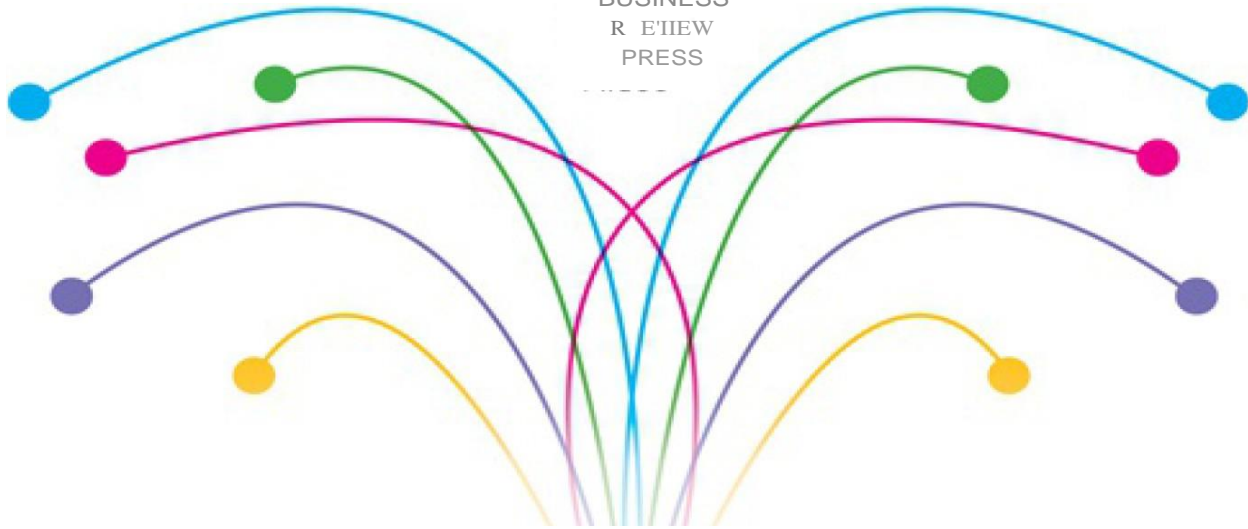


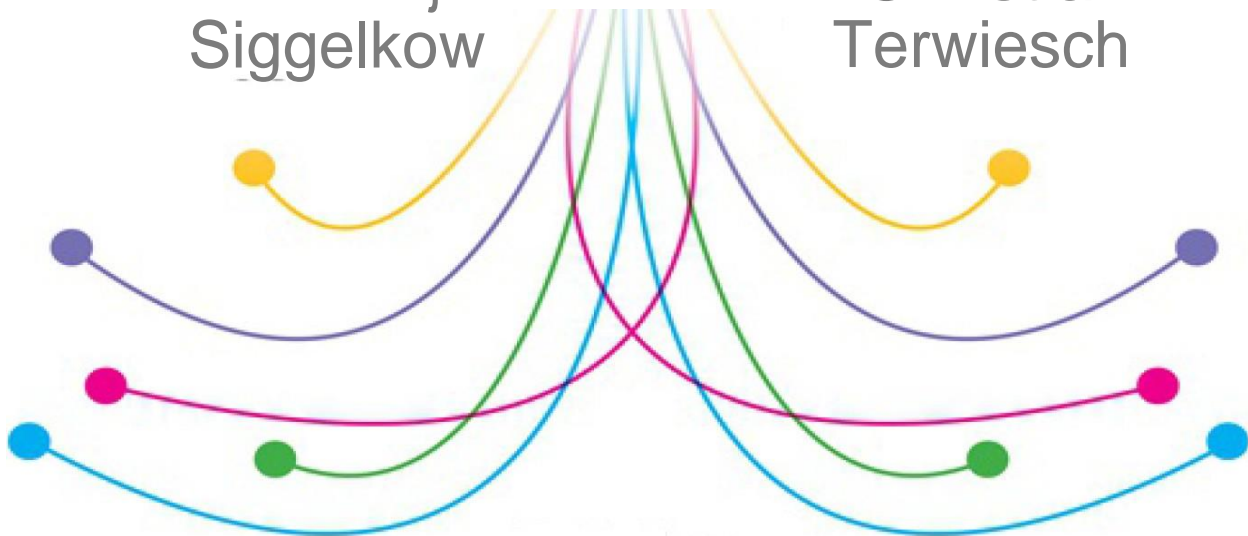
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CONNECTED STRATEGY

Nico I aj
Siggelkow

Christian
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Continuous Customer Relationships
for Competitive Advantage

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*To my dad, who would have been
the proudest reader
(NS)*

*To my parents, who taught me more about
business than any school ever could
(CT)*

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