

## Loyalty cards in the apparel industry in Germany and Spain



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### ***Reviews***

*Comprehensive guide! Its this type of very good read through. It is actually written in simple words and phrases rather than difficult to understand. It is extremely difficult to leave it before concluding, once you begin to read the book.*

***(Bernie Mante PhD)***

## LOYALTY CARDS IN THE APPAREL INDUSTRY IN GERMANY AND SPAIN

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