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6 Acknowledgement

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Measuring the Impact of Customer Satisfaction on Profitability: A Case Study

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Wang Aimin, Xie Kefan
 School of Management, Wuhan University of Technology, Wuhan, P.R.China, 430070
 (E-mail: xiekefan@163.com, chengguoping@yahoo.com)

BPR Based on Risk Management

Mao Jiewen^{1,2}, Zhang Waoyue¹, Zheng Panli²
 1 School of Management, Wuhan University of Technology, Wuhan, P.R.China, 430070
 2 School of Economics, Jiangli University, Wuhan, P.R.China, 430074
 (E-mail: maojiewen11@126.com, zhangwaoyue@163.com, zhengpanli63@yahoo.com)

Abstract: Customer satisfaction is probably one of the most frequently measured
Key words: Keyword1; Keyword2; Keyword3; Keyword4

1 Introduction

We know that customer satisfaction is probably one of the most frequently measured marketing constructs

2 An Example

Customer satisfaction and its impact on profitability

Table 1 Customer Satisfaction

Sector	Mean	Median	range	minimum	maximum	N
Consumer Cyclical	76539	75000	21000	66000	87000	117
Consumer Staples	79194	81000	30000	60000	90000	172
Financials	71641	71000	23000	61000	84000	39

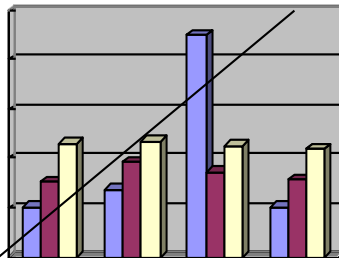


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This paper is supported by 10

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