

# **Consumer Insights 2.0 How Smart Companies Apply Customer Knowledge To The Bottom Line By Dona Vitale**

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Dona Vitale is the author of Consumer Insights 2.0 (3.75 avg rating, 4 ratings, 1 review, published 2006) and Consumer Insights 2.0 Dona Vitale

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Mostly retired, enjoying various volunteer activities. Author of Consumer Insights 2.0: How Smart Companies Apply Customer Knowledge to the Bottom Line.

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