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#PROBusiness

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0000i000000 00000 00000: Hug Your Haters

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0000000i0 00000000, 00 000000 00i000000 000000000000000000 00000i 00000i0[1 - John  
Tschohl, @Companies Don't See Reality in Their Service Reflec-tion@, Service  
Quality Institute, March 21, 2013,  
[http://www.customer-service.com/blog/201303/companies\\_  
misunderstand\\_what\\_customers\\_want](http://www.customer-service.com/blog/201303/companies_misunderstand_what_customers_want) (accessed September 7, 2015).].

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00000000000000 00000000000 0i0000 8 0i00000i0 00i000i0[2 - Ibid.]

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000000000i0 0 2013 000i 0i00 00 0i00000, 0i0 0 1970-0. 0i0000i000 000000000i0  
00000000000i 000, 00 000000000 i00i 00i0000000i 000000000[3 - Arizona State  
University, "Will We Ever Learn? The Sad State of Customer Care in America",  
Customer Care MC, November 2013,  
[http://www.customercaresmc.com/wp/wp-content/uploads/2014/01/  
KeyFindingsFrom2013NationalCustomerRageSurvey.pdf](http://www.customercaresmc.com/wp/wp-content/uploads/2014/01/KeyFindingsFrom2013NationalCustomerRageSurvey.pdf) (accessed September 7, 2015)].

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IL0, Yelp, August 11, 2008, http:// www.yelp.com/ biz/white-castle-cicero? hrid=GU232Z7i7ezHiJ\_l9URvrQ (accessed September 7, 2015).].

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[6 - Debbie Goldberg, 0Fresh Brothers Pizza in Hollywood Hills, CA0, Yelp, August  
29, 2014, http://www.yelp.com/biz/fresh-brothers-hollywood?hrid=rGcTkL7dq0LF-sMf-  
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