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I believe the title, "Building Routes to Customers: Proven Strategies for Profitable Growth," is very well chosen. Companies need to "build" routes to customers - that means strategic and active selection, full enablement at all levels, and applying appropriate metrics to gain insights into their ongoing performance.

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organization's success by getting
the right products and services to
the right customers through the
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fledgling startups alike have
employed these strategies and
tactics to achieve profitable
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