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**John A. Murphy (Author of Converting Customer -**

John A. Murphy is the author of Converting Customer Value (3.75 avg rating, 4 ratings, 0 reviews, published 2005), The Lifebelt (3.25 avg rating, 4 rating)

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"John Murphy has touched upon every conceivable pertinent aspect of delivering the ultimate customer service. I predict that The Lifebelt will quickly be adopted as a

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