

Influencing Client Behavior

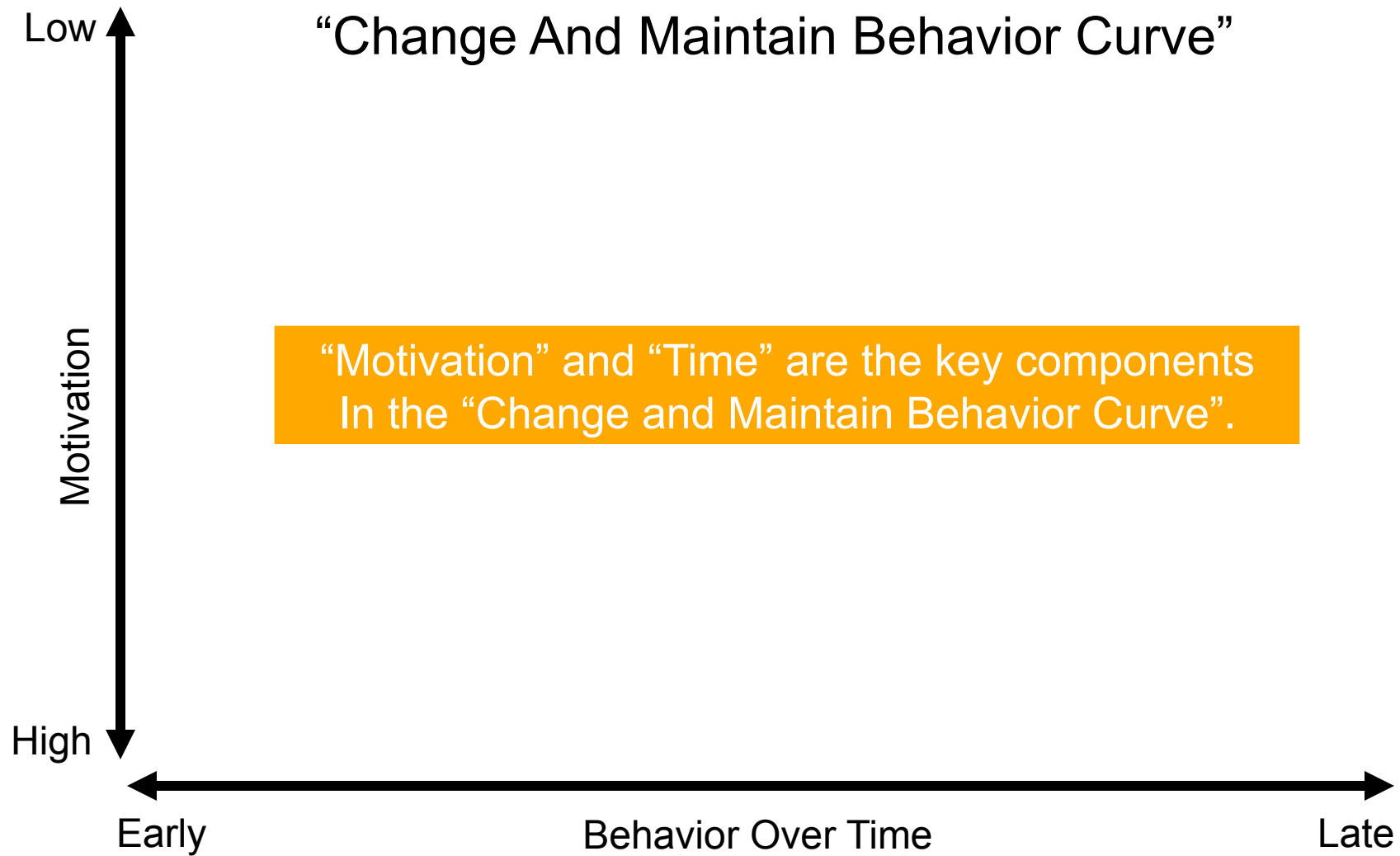
Practical Thoughts For Understanding The Client

How does one change customer behavior ?*

By understanding the dynamics of the
“Change And Maintain Behavior Curve”.

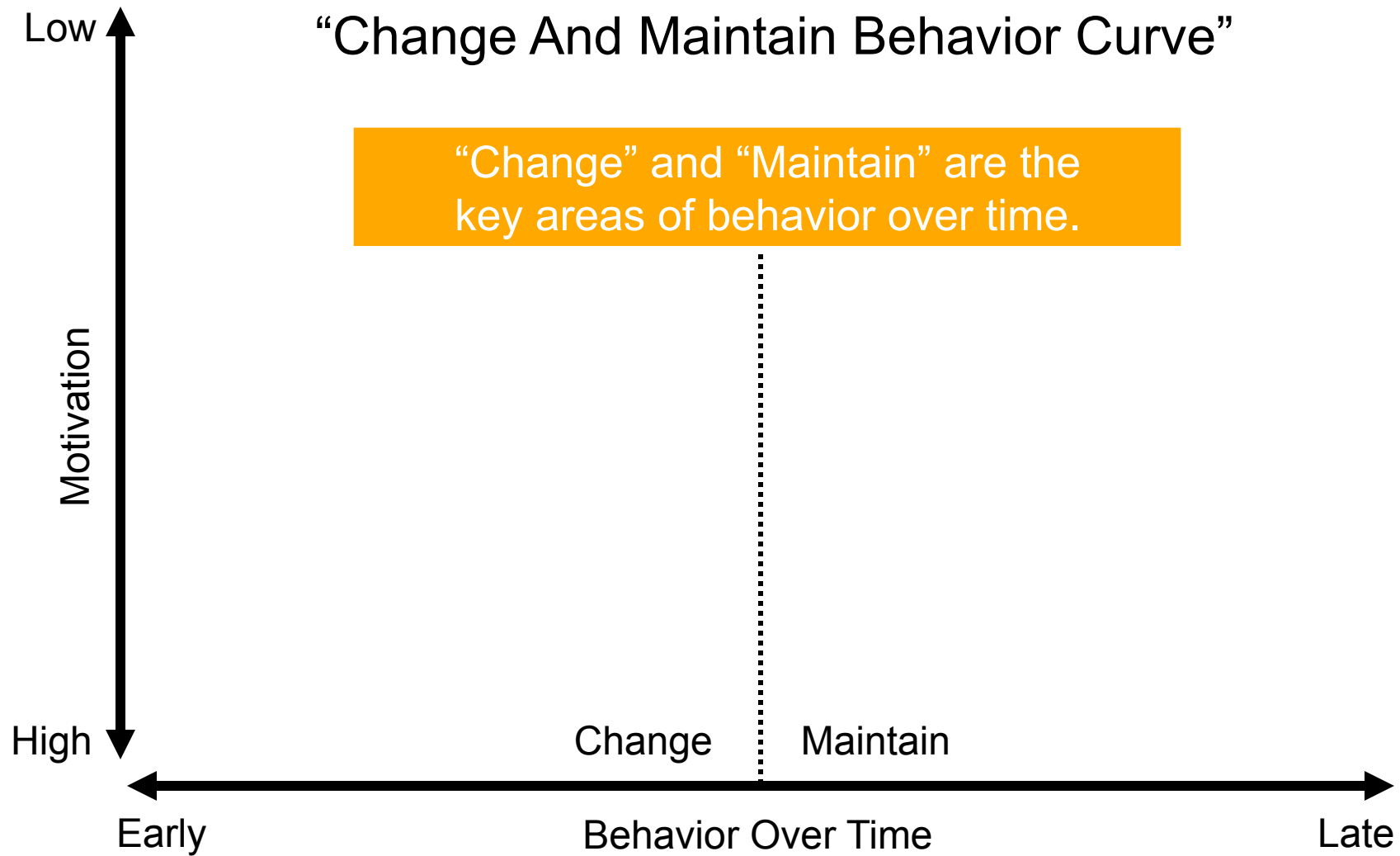
* W.R. Robinson, Houston, TX, 1995.

How does one change customer behavior ?*



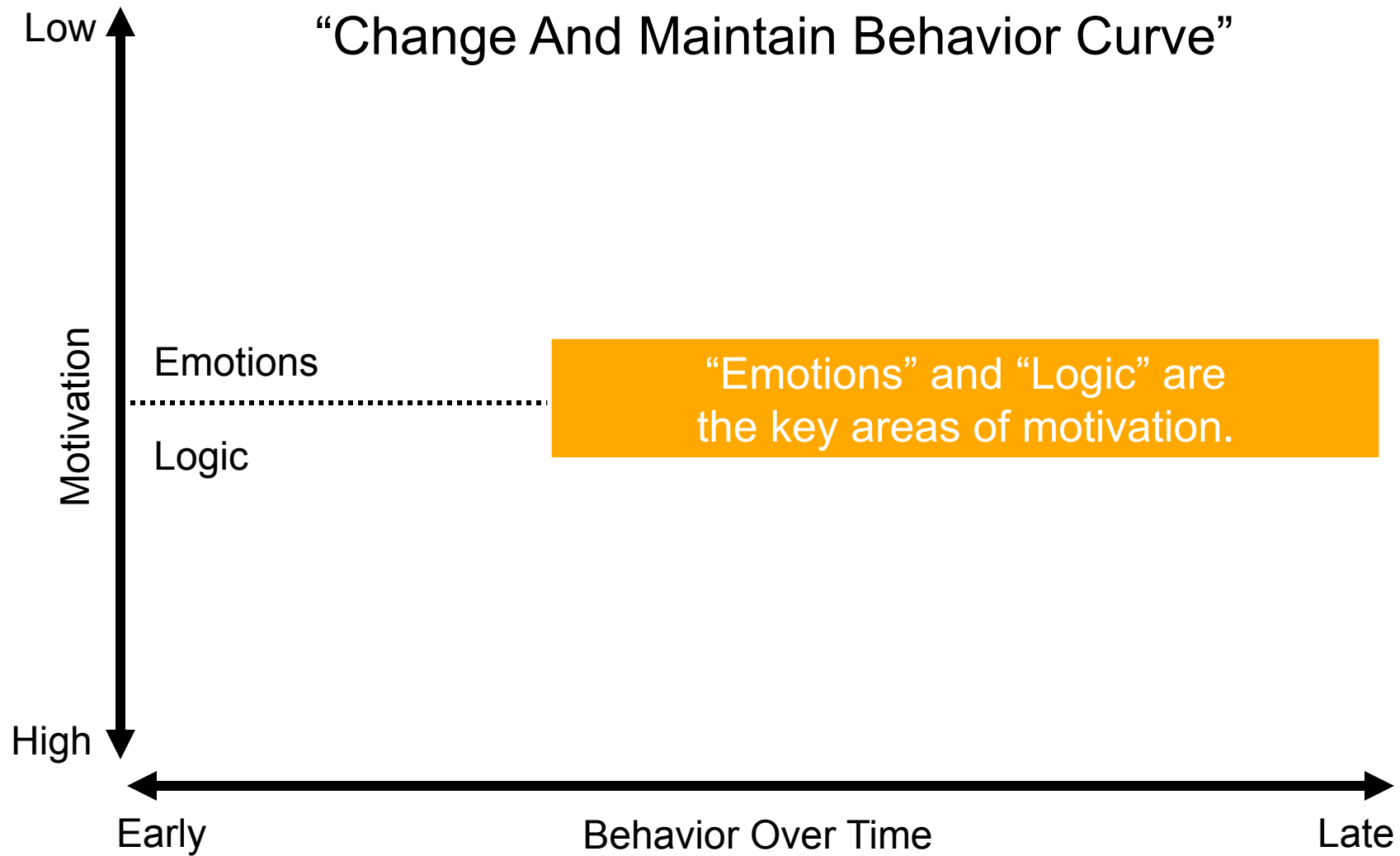
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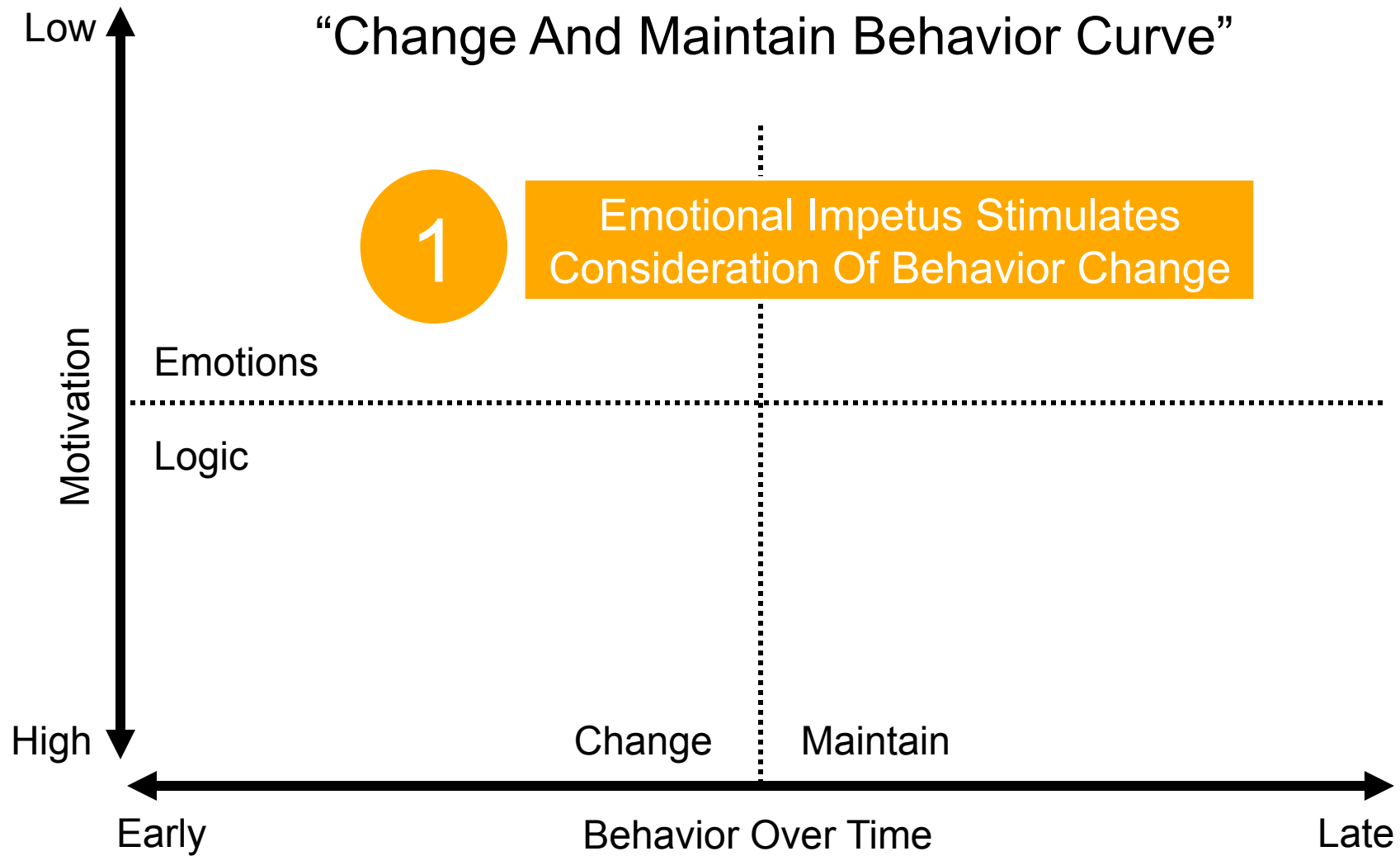
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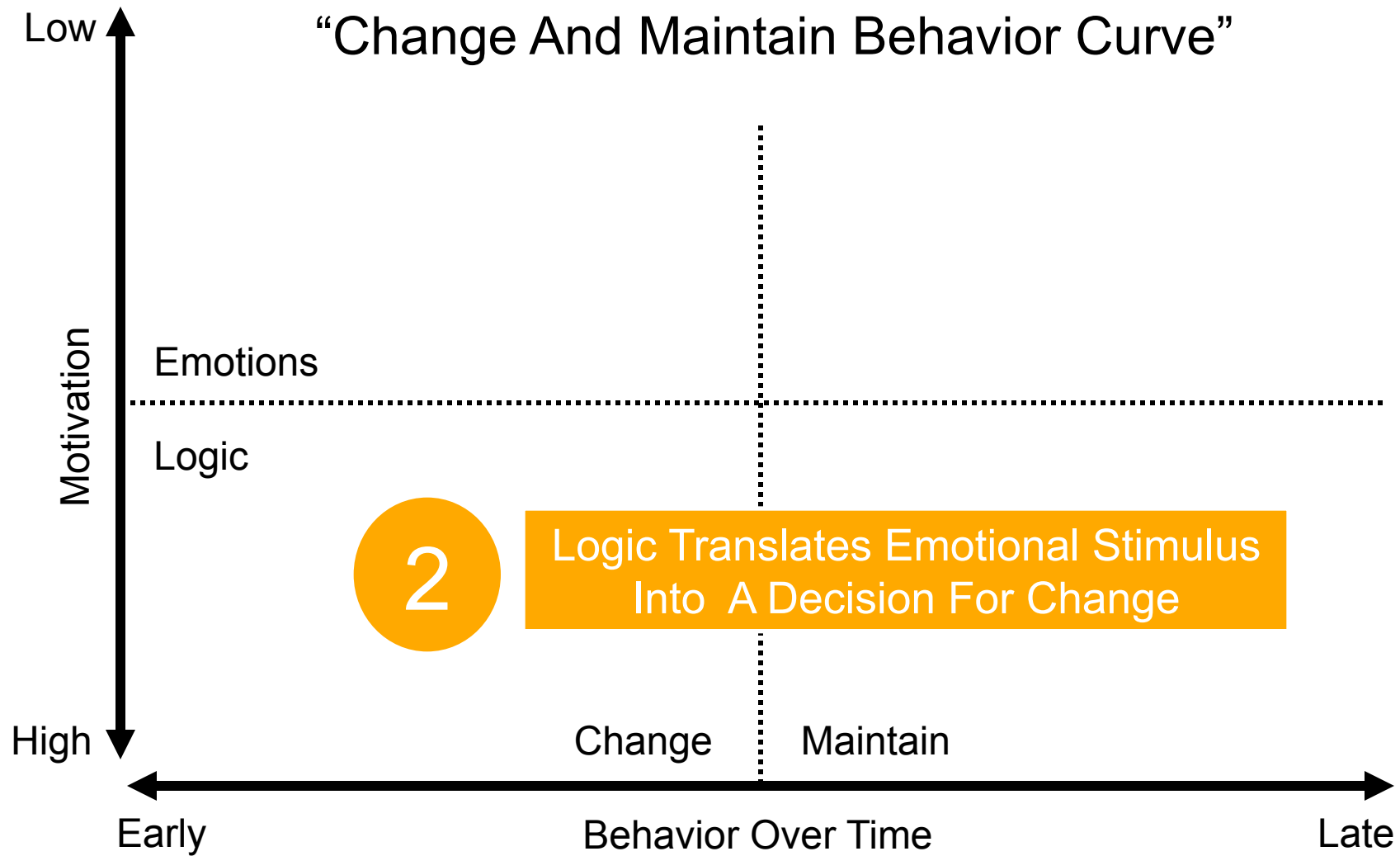
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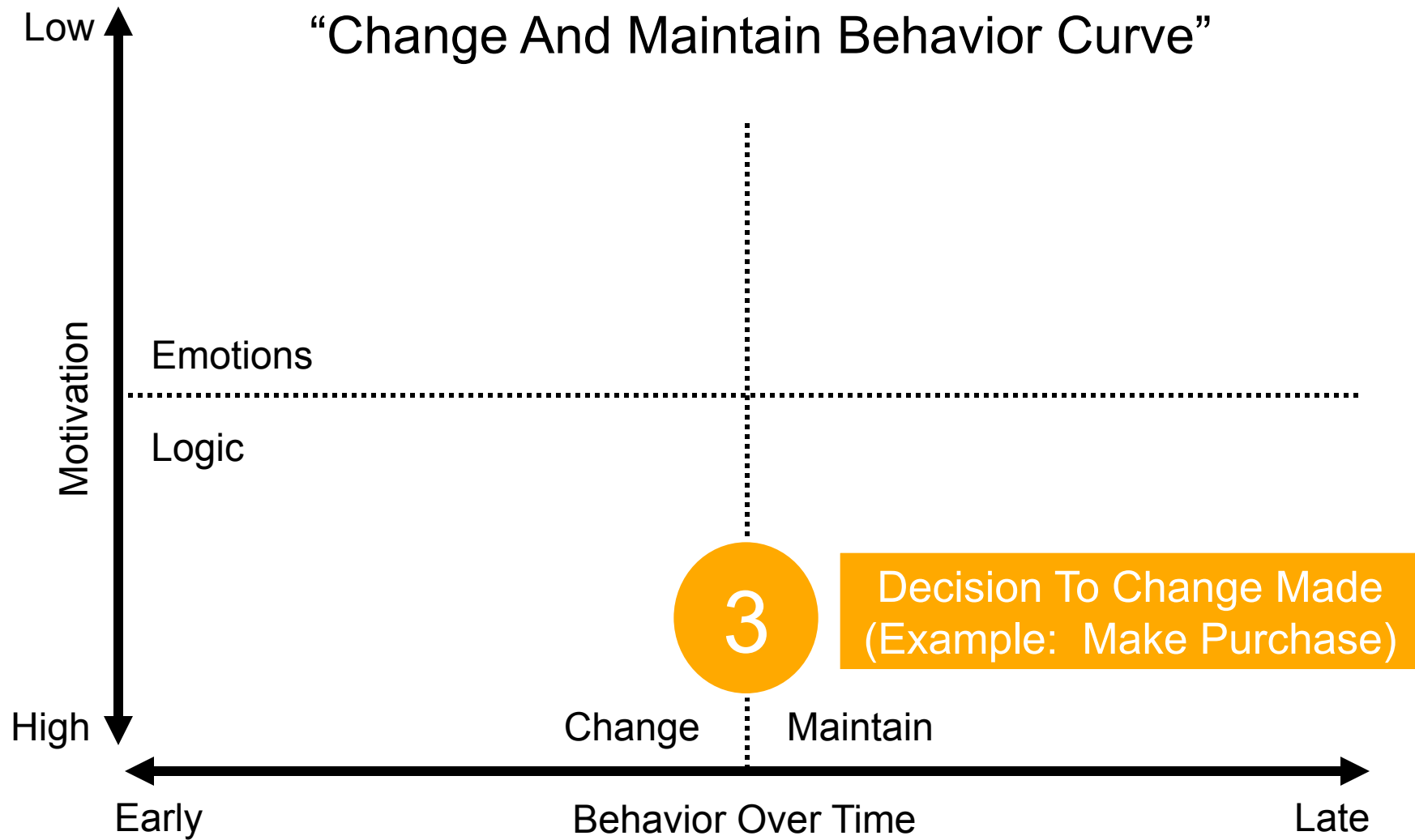
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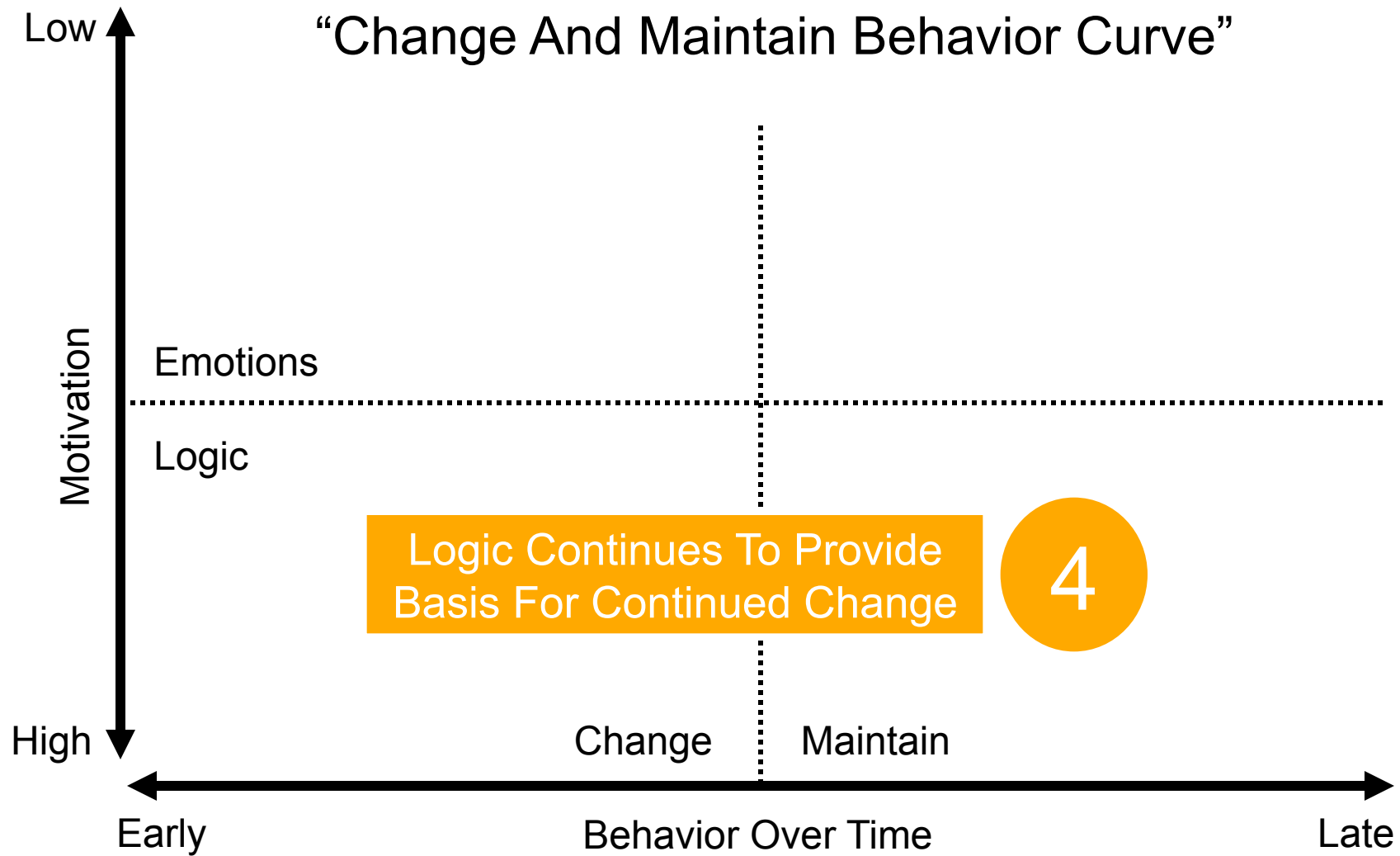
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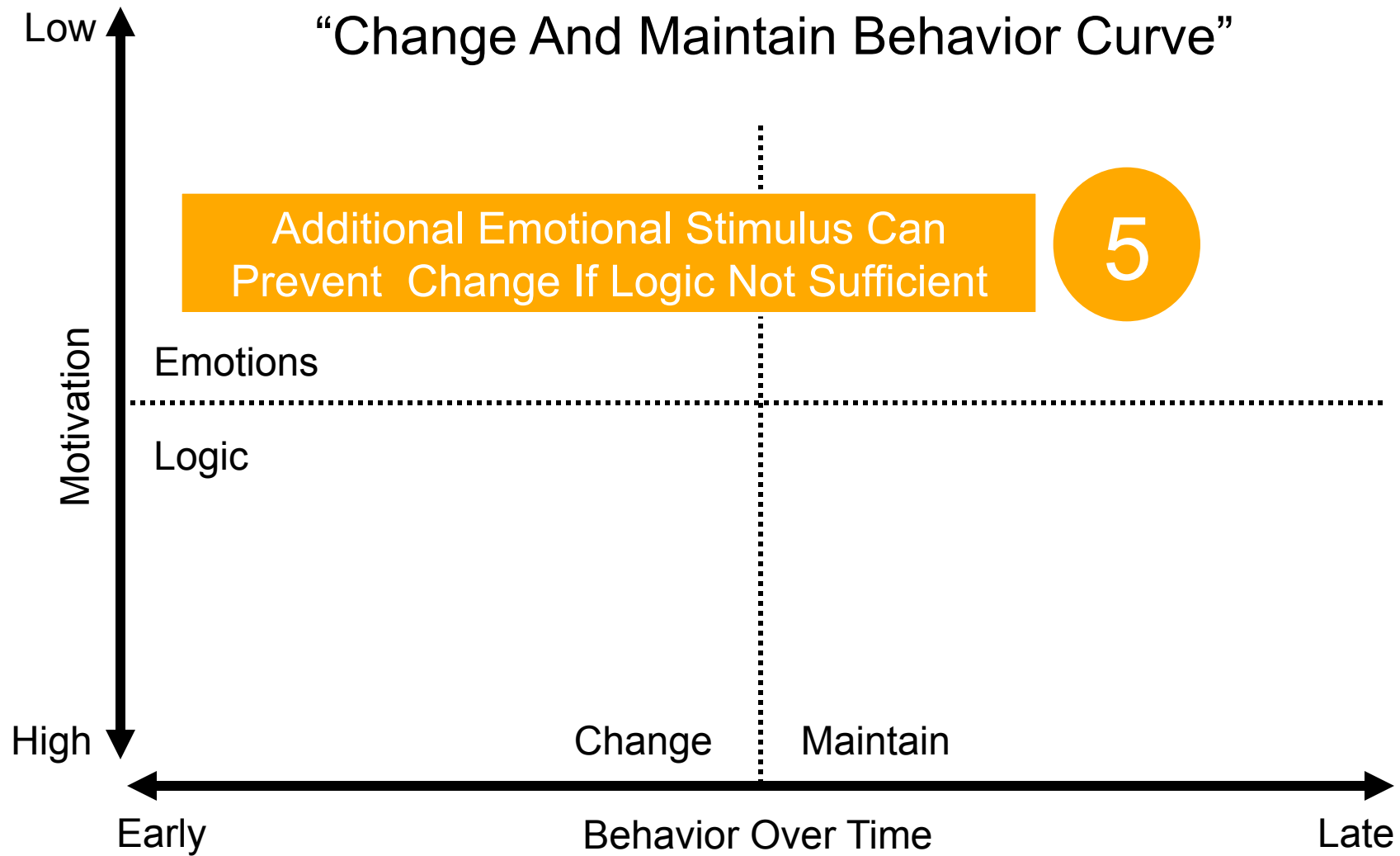
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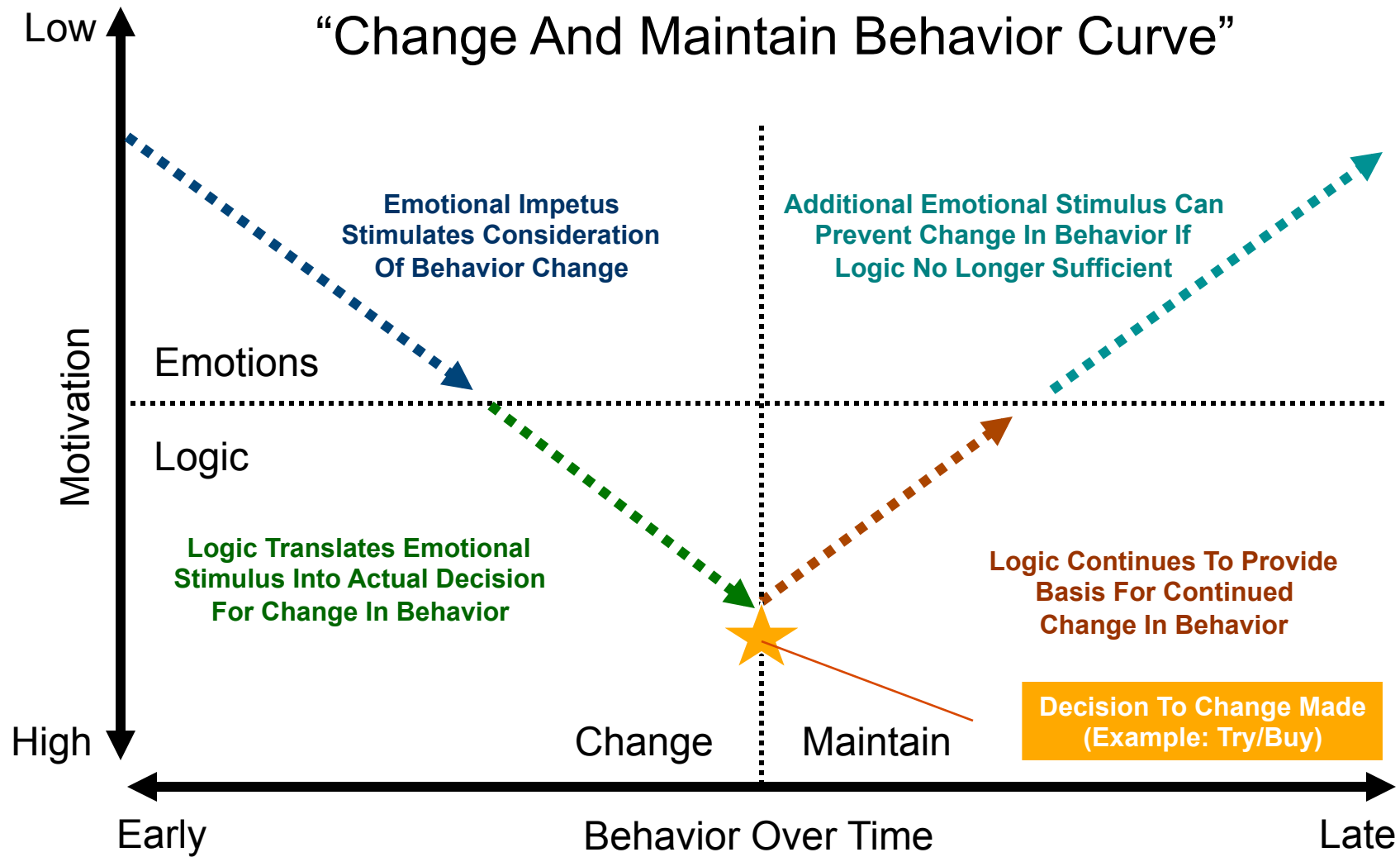
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