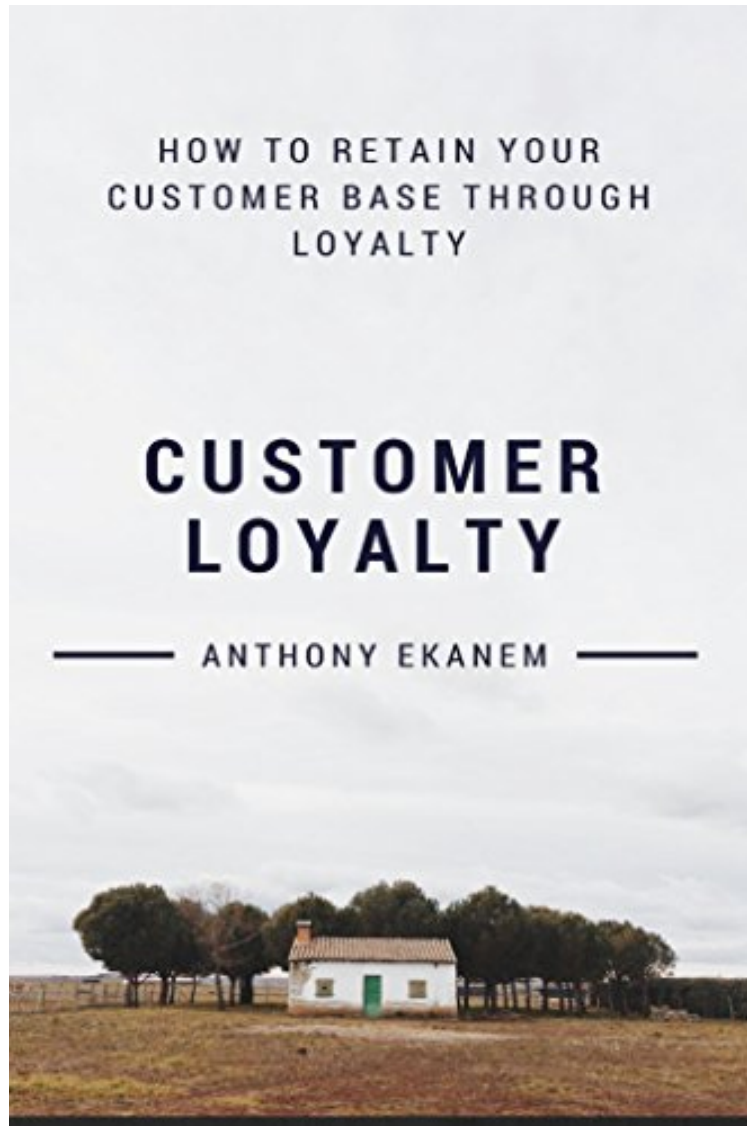


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# Customer Loyalty: How to Retain Your Customer Base Through Loyalty

*Anthony Ekanem*

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**Anthony Ekanem : Customer Loyalty: How to Retain Your Customer Base Through Loyalty** before purchasing it in order to gage whether or not it would be worth my time, and all praised Customer Loyalty: How to Retain Your Customer Base Through Loyalty:

Customer loyalty is the single most important element to retain within a business relationship. A lot of positive

elements can be derived from a well-established loyal customer base. Huge amounts of money is periodically allocated to advertising, primarily to garner a bigger market share of consumers, but with the existence of a loyal customer base, these expenses can be channeled towards other better and more beneficial areas.