

# Customers Are People ... The Human Touch By John McKean

**By John McKean**

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John McKean is the author of Charles Rennie Mackintosh (4.00 avg rating, 15 ratings, 4 reviews, published 1998), People; Events

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the Human Touch", Managing Service Quality: An International Journal, Customers are People the Human Touch John McKean Publisher Name: John Wiley & Sons Inc.

<http://www.emeraldinsight.com/doi/abs/10.1108/09604520310495903>

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