

# The 7 Universal Laws Of Customer Value: How To Win Customers & Influence Markets By Stephen C. Broydrick

By Stephen C. Broydrick

There are seven Universal Laws or Principles by which everything in the Universe is governed. The Universe exists in perfect harmony by virtue of these Laws.

resources to generate value for their customers or and may not be beneficial to the customer's value au/rn/tranlist.htm#Law (accessed on 7 January

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The 7 universal laws of customer value : how to win customers & influence markets. Stephen C. Broydrick. Times Mirror , Irwin], c1996.

It turns out that the Law of Attraction is only the beginning. It is not going to get you the success you seek all by itself. There are actually 6 other laws that

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