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Peter Raulerson, Jean-Claude Malraison, Antoine Leboyer. Springer Science & Business Media, Apr 5, 2009 - Business & Economics - 196 pages. 1 Review. Building Routes to Customers explains the...

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Building Routes to Customers: Proven Strategies for Profitable Growth by Peter Raulerson, Jean-Claude Malraison and Antoine Leboyer, New York: Springer, 2009, is the definitive guide to the Routes-to-Market methodology.. What People Are Saying. Read feedback from executives who have used RTM at IBM, Cisco, Microsoft, Adobe, Hewlett-Packard, F5 Networks and other companies.

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