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built to love: creating products that captivate customers . peter boatwright and jonathan cagan (san francisco, ca: berrett-koehler publishers, 2010)

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overview: why do some companies create captivating products that energize the marketplace and set the standard for what customers want and expect, while other ...

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adobe captivate (2017 release ... small & medium business creative apps and services for teams; enterprise solutions for large organizations; ... featured products.

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