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maintain customer interest in their products. i think a company should try every possible way to retain its current customers. first, it should always make sure that it provides its customers with quality goods and after-sales service. second, it should lay enough emphasis on the feedback from its current customers and take prompt action to take care of their needs and demands. third, if possible it may provide some incentives to its old customers. 100Test 下载频道开通，各类考试题目直接下载。详细请访问 [www.100test.com](http://www.100test.com)