

**The Voice Of The Customer In Product Development
(4th Edition) By Jose Campos**

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Voice of the customer (VOC) is a term used in business and Information Technology (through ITIL, for example) to describe the in-depth process of capturing a customer

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team of marketers and engineers play an important role in new product development, Par Jose Campos - Publi sur (voice of the customer)

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May 23, 2011 4 th Edition. [ISBN 155489087X] The Voice of customer satisfaction, said Jose Campos, Voice of the Customer for Product Development

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