



# Building a Financial Services Clientele 12th Edition

*Al Granum, Barry, Delia Alberstein*

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This new 12th edition contains some of the most important updates ever made to this highly popular publication. This edition of Building a Financial Services Clientele brings the proven One Card System (OCS) to life in a contemporary, high-tech context penetrating the mechanics of the system itself to expose why the approach works and how you can take advantage of today's tools and technology while still employing the remarkably effective OCS system.

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