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Title	The European consumer’s profile in a global world
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Abstract	<p><i>The key to success in business is to focus on the client. You must concentrate less on the product. The client must be seen as a financial active. The great challenge for a modern company is to keep their clients longer than their products. From a new point of view the marketing department has an important role in creating a database of clients.</i></p> <p><i>Some new phenomena have appeared on the base of some less perfect competition mechanism of Romania’s transition to the market economy, avoiding the European structures and its participation on the international market. The community citizen must have some characteristic to all the citizens from each participant (partner) country.</i></p>
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