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Provides preparation for the Enterprise Engagement Certification program. Contact: Bruce Bolger at bolger@theea.org; 914-591-7600, ext. 230

Enterprise Engagement: The Textbook is designed to help your company build alignment around engagement implementation or educate your customers about this new field. By providing key managers and/or customers with the same framework and nomenclature for implementation, the textbook reduces time wasted trying to agree upon an implementation framework. **Ask about cover and inside page customization options**.

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