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## Business Intelligence Report E-mail Circulation: 6,500

The Rochester Business Alliance provides this publication as a membership benefit, in keeping with our mission of "delivering important business services and advocating for an environment essential for member success." The Business Intelligence Report is a nationally distributed resource that provides business professionals with the latest strategies, trends, news and tips for running their businesses more effectively.

This monthly email is highly popular with our members.

### Advertising program open only to Partner, Corporate and Business Builder members

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- Company logo with link to your website or specific page
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**BUSINESS INTELLIGENCE REPORT**



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COULD GO HERE!**

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**MARKETING**

**The Real Reason Customers Leave**

Discover why price has little to do with buyer loyalty and learn five ways to reduce customer churn.

MOST COMPANIES ASSUME that their customers are highly price-sensitive. They design marketing programs with this idea in mind. When they have sales, more people buy. When