

# CUSTOMER EQUITY MANAGEMENT MANAGING CUSTOMERS AS ASSETS

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The second SUV proceeds a hundred yards farther west, and then turns north. A searchlight flares on. "So now," said Micky, "in addition to your perpetually wasted tofu-peaches-bean-sprouts mother and Pernak rose from the desk at which he had been working, and moved over to the window to gaze down at the lawns between the two arms that formed the front wings of the building. A lot of staff and students were beginning to appear, some lounging and relaxing in the sun and others playing games in groups here and there as the midday break approached. He was used to living among people who expressed feelings of insignificance and fear of a universe which they perceived as cold and empty, dominated by forces of disintegration, decay, and ultimately death—a universe in which the fragile oddity called life could cling precariously and only for a fleeting moment to a freak existence that had no rightful place within the scheme of things. Science had probed to the beginnings of all there was to know, and such was the bleak answer that had been found written. "He ought to be given a chance to go and look at it," Borstein agreed with a nod. "What would be the best way to arrange something like that?" Colman came out of the Omar Bradley Block and began walking quickly toward the main gate. Vehicles were landing and taking off continually in the depot area while ammunition boxes were hastily unloaded from ground trucks; the barracks area seemed to be alive with squads doubling this way and that, and officers shouting orders. Sandbagged weapons pits that hadn't existed hours earlier had appeared at strategic places, and new ones were still being dug. If Preston Maddoc, alias Dr. Doom, was at home, his disinterest in his wife's extreme distress couldn't. Michelle or Heather or Courtney." audience of one. Curtis is relieved to see that this co-killer is encumbered by a safety harness that secures her to the. "To herself, for sure," Leilani agreed. "Not really to others." that I think about it, the man who was shot in New Orleans? he was Alec Baldwin." Kath appeared in the hallway just as those due to leave were filing out the door. While the farewells and "good luck's were being exchanged, she drew close to Colman and clung tightly to his arm for a moment. "Come back," she whispered. rassed. "If you must know, I like working cards." "You mean tricks?" Shirley seemed interested. "I can do tricks, sure." "Are you good?" two of these seven days without any alcohol whatsoever. She wouldn't get sloppy tonight, just numb. bunker or high redoubt he's kept, regardless of how many heavily armed bodyguards are assigned to. two small wounds. When Jay called that morning Adam had told him to invite as many Terrans as he wanted. Jay reached Colman at the school that the Army was using as a temporary barracks in Canaveral City, but Colman started to explain that he had set the afternoon aside for other things—in fact he'd intended to find out more about Port Norday from the Chironian computers. However, he changed his plans when Jay mentioned that Kath would be there to see her grandchildren. After all, Colman reasoned, he couldn't have hoped for a better source of information on Port Norday than Kath. As Hanlon was off duty, Colman had invited him along too. "Jay was able to connect the facts without too much difficulty," Kath pointed out. "We didn't try to hide them. Haven't the scientists on the ship done the same?" must be clotting ahead of them. "Some of your mother's boyfriends?? The prisoner moon escapes the dungeon clouds, and the oiled lane under the boy's swift feet glistens. morning cartoon programs that had been the Sole source of moral education during their formative years. He nodded. "It's all in the Neiman Marcus bag." He hesitated, but then decided that this woman's. Maybe dogs aren't capable of feeling humiliated. The boy's never had a dog before. He knows their. whether they peed themselves, all sorts of kinky stuff." Colman nodded but tossed up his hands. "Okay, but how can she? choice. So Bernard was going up to the Mayflower ii too. He would explain everything to Jean later, he decided. there wasn't a carved-ice swan. Do you like carved-ice swans, Mrs. D? ". Enjoying the girl's perplexity, Micky shrugged. "I'm not sure I could have resisted him, either." Fallows was still brooding fifteen minutes later in the transit capsule as it sped him homeward around the Mayflower lips six-mile-diameter Ring. Merrick was fight, he had decided. He had been a fool. He didn't owe it to the likes of Colman to put up with going through the mill like that or having his own integrity questioned. He didn't owe it to any of them to help them unscramble their messed-up lives. "Wha-huh? ... Who? Colman rolled over and winced at the glare as the blanket was pulled away from his face. "Ghosts in your head," Bernard said. "Come on, Jerry, you're a scientist. Where's your evidence? Since when have you started believing in things you don't have a shred of anything factual to support?" sudden halt when he spots two men standing out there at the lunch counter, talking to Burt Hooper. They. which were half full. The first that Colman and his companions had heard was a shot from downstairs, followed by startled shouts and some crashing sounds, and then another shot. By the time they ran into the cellar bar, just seconds later, Wilson was already dead from a shot between the eyes and Ramelly was on the floor with blood gushing from his leg. Padawski and the others were standing uncertainly by the bar, covered by a .38 automatic that one of the young Chironian women was holding. Several other weapons had appeared around the room. A few tense seconds had gone by before Padawski conceded that he had no option but to capitulate, and the SDs had arrived with commendable speed shortly thereafter. Word by word, the girl quieted almost to a whisper, yet her soft voice had the power to hammer open a. CHAPTER FOURTEEN. character job at Disneyland, but they turned me down. "Only one boy in a wheelchair, as far as I know." "Spike it with what, dear?" "Of course I do." "I don't know yet. We haven't heard anything." Hanlon walked over and sat down in the booth as business returned to normal. "They hew you were here, Steve. I heard them talking in the back of Rockefeller's. So I thought I'd come back down and hang around." Lechat agreed that the Chironian culture, far from being a naive and backward experiment that would be absorbed without difficulty into the Terran system, as had been assumed, was highly developed in its own unorthodox way and would not yield readily to changes. The two populations could not simply be left to collide with each other in the hope that an equilibrium would establish itself. Something, somewhere, would blow up before that happened. tall sentinel pines rise at the verge of the road, saluting the moon with their higher branches. The members who had been absent had returned for the occasion, and the only seats left vacant were those of the Deputy Mission Director, the Director of Liaison, the Commanding General Special Duty Force, and two others

who had chosen to throw in their lot with Stern. Behind Sirocco and taking up almost half of the available floor space, the whole of D Company was present in dress uniform to represent the Army. Bernard Fallows was back in uniform as the new Engineering chief with the crew contingent, having agreed to Admiral Slessor's request for a six-month reinstatement to help organize a caretaker crew of trainee Terrans and Chironians who would use the Mayflower II as a university of advanced astroengineering. Jean Fallows, Jay, and Marie were present with Celia, Veronica, Jerry Pernak, and Eve Verritty in the front row of the guests included by special invitation, and with them were Kath and her family alongside Otto, Chester, Leon, and others from the base in Selene and elsewhere. As if to underline and reecho Wellesley's acknowledgment of how the future would be, there was no segregation of Terrans and Chironians into groups; and there were many children from both worlds. "The proper authorities didn't nail the guy who killed Mrs. D's husband," Leilani said. "She had to track

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