Customer Value Game: Team Decision Sheet

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Team Number					
ATTRIBUTES	Round 1	Round 2	Round 3	Round 4	Round 5
Brand Trust					
Customer Experience					
Product Choice					
Channel Choice					
Customer Relationship					
Price/Profit Margin					
	Score the attributes from 1 to 10				
		Score th	e attributes from	1 to 10	
ATTRIBUTES	Round 6	Score th	e attributes from	1 to 10 Round 9	Round 10
ATTRIBUTES Brand Trust	Round 6			I	Round 10
	Round 6			I	Round 10
Brand Trust	Round 6			I	Round 10
Brand Trust Customer Experience	Round 6			I	Round 10
Brand Trust Customer Experience Product Choice	Round 6			I	Round 10
Brand Trust Customer Experience Product Choice Channel Choice	Round 6			I	Round 10