

# Hertz Annie Millet Rent A Car SA in Travel and Tourism (Argentina)

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Date: August 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: HD27FCB0E16EN

## Abstracts

Hertz Annie Millet Rent A Car SA focuses on innovative concepts to improve relationships with customers as well as to give high-quality service, increase the availability of technological tools for its customers and generate a strong brand image in the Argentinean market. The use of social networks and the maintenance of a modern website have been prioritised since 2010.

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