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IN THE JOURNAL

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BUSINESS[Business](#) | [canada.com Financial News](#)**Every customer counts, author reveals in book**

EDMONTON - Retail consultant Mark Ryski has published his first book, *When Retail Customers Count*, explaining why retailers should count their daily and hourly customer traffic. Ryski, president of HeadCount Corporation in Edmonton, works with local and national retailers, using traffic-count data to inform decisions about advertising, store hours and staffing.

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