



# Managing Customer Relationships: A Strategic Framework

By Don Peppers, Martha Rogers

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## MANAGING CUSTOMER RELATIONSHIPS A Strategic Framework

### *Praise for the first edition:*

"Peppers and Rogers do a beautiful job of integrating actionable frameworks, the thinking of other leaders in the field, and best practices from leading-edge companies.

**"—Dr. Hugh J. Watson, C. Herman and Mary Virginia Terry Chair of Business Administration, Terry College of Business, University of Georgia**

"Peppers and Rogers have been the vanguard for the developing field of customer relationship management, and in this book, they bring their wealth of experience and knowledge into academic focus. This text successfully centers the development of the field and its theories and methodologies squarely within the broader context of enterprise competitive theory. It is a must-have for educators of customer relationship management and anyone who considers customer-centric marketing the cornerstone of sound corporate strategy."

**—Dr. Charlotte Mason, Department Head, Director, and Professor, Department of Marketing and Distribution, Terry College of Business, University of Georgia**

"Don and Martha have done it again! The useful concepts and rich case studies revealed in *Managing Customer Relationships* remove any excuse for those of us responsible for actually delivering one-to-one customer results. This is the ultimate inside scoop!"

**—Roy Barnes, Formerly with Marriott, now President, Blue Space Consulting**

"This is going to become the how-to book on developing a customer-driven enterprise. The marketplace is so much in need of this road map!"

**—Mike Henry, Leader for Consumer Insights at Acxiom**

### *Praise for the second edition:*

"Every company has customers, and that's why every company needs a reference guide like this. Peppers and Rogers are uniquely qualified to provide us with the top textbook on the subject, and the essential tool for the field they helped to create."

—**David Reibstein, William Stewart Woodside Professor of Marketing, The Wharton School, University of Pennsylvania**

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## **Managing Customer Relationships: A Strategic Framework** By Don Peppers, Martha Rogers **Bibliography**

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### Editorial Review

From the Inside Flap

"No company can succeed without customers. If you don't have customers, you don't have a business. You have a hobby."

—*From Managing Customer Relationships, Second Edition*

Now fully revised and updated with new examples, case studies, and references with contributing works from industry leaders and academic experts, *Managing Customer Relationships* is one of the first books designed to develop an understanding of the pedagogy of managing customer relationships. With an emphasis on customer strategies and building customer value, the *Second Edition* focuses on marketing accountability and metrics and advanced customer valuation approaches, including Return on Customer. The new edition offers a full discussion of the influence of social networking on customer empowerment and customer relationship management (CRM).

In *Managing Customer Relationships, Second Edition*, Don Peppers and Martha Rogers, credited with founding the customer-relationship revolution in 1993 when they coined the term "one-to-one marketing," provide the foundational overview of what it takes to keep customers coming back, presenting world-class guidance on:

- The technology revolution and the customer revolution
- Tools of interactivity and customization to build learning relationships
- The importance of privacy and customer feedback
- Customer insight, dialogue, and social media
- The role of interconnectivity and social networking on building trusting relationships
- Essential qualities in a firm's customer relationship leaders

In today's competitive marketplace, managing customer relationships (and CRM) has become critical to a company's profitability and long-term success. To become more customer-focused, skilled managers, IT professionals, and marketing executives must understand how to build profitable relationships with each customer and how to make everyday managerial decisions that increase the value of a company by increasing the value of the customer base.

With contributions from academic and industry leaders, Peppers and Rogers incorporate many of the principles of individualized customer relationships that they are best known for, equipping professionals with techniques every company can put to use in sharpening its competitive advantage.

From the Back Cover

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"This is going to become the how-to book on developing a customer driven enterprise. The marketplace is so much in need of this roadmap!"

?Mike Henry, President and CEO, Equitec

#### About the Author

**DON PEPPERS** is a Founding Partner at Peppers & Rogers Group. He is a former CEO of a top-20 direct marketing agency. He is a globally respected thought leader, futurist, and consultant. He holds a degree in astronautical engineering from the U.S. Air Force Academy and a master's in public affairs from Princeton University's Woodrow Wilson School. His popular blog, "Peppers Unplugged," can be found at [www.1to1media.com](http://www.1to1media.com).

**MARTHA ROGERS** is a Founding Partner at Peppers & Rogers Group and is in demand for speaking and thought leadership on six continents. She is also an adjunct professor at the Fuqua School of Business at Duke University. She earned her PhD at University of Tennessee as a Bickel Fellow, and has led multi-year, multimillion-dollar research programs.

**PEPPERS and ROGERS** have published eight best-selling books and are "always working on the next one." Their first book, *The One to One Future*, was named "Book of the Year" by Tom Peters and "one of the two or three most important business books ever written" by George Gendren, then editor of Inc. Their second book, *Enterprise One to One*, was given a five-star rating by the *Wall Street Journal*. The books appear in nineteen languages. They have also published in Harvard Business Review and other academic publications.

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