



Managing Customer Relationships: A Strategic Framework

By Don Peppers, Martha Rogers

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In today's competitive marketplace, customer relationship management is 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 to make managerial decisions every day designed to increase the value of a company by making managerial decisions that will grow the value of the customer base. The goal is to build long-term relationships with customers and generate increased customer loyalty and higher margins. In *Managing Customer Relationships*, Don Peppers and Martha Rogers, credited with founding the customer-relationship revolution in 1993 when they invented the term "one-to-one marketing," provide the definitive overview of what it takes to keep customers coming back for years to come.

Presenting a comprehensive framework for customer relationship management, *Managing Customer Relationships* provides CEOs, CFOs, CIOs, CMOs, privacy officers, human resources managers, marketing executives, sales teams, distribution managers, professors, and students with a logical overview of the background, the methodology, and the particulars of managing customer relationships for competitive advantage. Here, renowned customer relationship management pioneers Peppers and Rogers incorporate many of the principles of individualized customer relationships that they are best known for, including a complete overview of the background and history of the subject, relationship theory, IDIC (Identify-Differentiate-Interact-Customize) methodology, metrics, data management, customer management, company organization, channel issues, and the store of the future.

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, *Managing Customer Relationships* features:

Pioneering theories and principles of individualized customer relationships

An overview of relationship theory

Contributions from such revolutionary leaders as Philip Kotler, Esther Dyson, Geoffrey Moore, and Seth Godin

Guidelines for identifying customers and differentiating them by value and need

Tips for using the tools of interactivity and customization to build learning relationships

Coverage of the importance of privacy and customer feedback

Advice for measuring the success of customer-based initiatives

The future and evolution of retailing

An appendix that examines the qualities needed in a firm's customer relationship leaders, and that provides fundamental tools for embarking on a career in managing customer relationships or helping a company use customer value as the basis for executive decisions

The techniques in Managing Customer Relationships can help any company sharpen its competitive advantage.

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Bibliography**

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Editorial Review

From the Inside Flap

In today's competitive marketplace, managing customer relationships or customer relationship management (CRM) is 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. The goal is to build long-term relationships with customers and generate increased customer loyalty and higher margins. In *Managing Customer Relationships*, 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 definitive overview of what it takes to keep customers coming back.

Presenting a comprehensive framework for CRM, *Managing Customer Relationships* provides CEOs, CFOs, CIOs, CMOs, privacy officers, human resources managers, marketing executives, sales teams, distribution managers, professors, and students with a logical overview of the background, the methodology, and the particulars of managing customer relationships for competitive advantage. Peppers and Rogers incorporate many of the principles of individualized customer relationships that they are best known for, including a complete overview of the background and history of the subject, relationship theory, IDIC (Identify-Differentiate-Interact-Customize) methodology, metrics, data management, customer management, company organization, channel issues, and the "store of the future."

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- Insight into the future and evolution of retailing
- An appendix that examines essential qualities in a firm's customer relationship leaders, and that provides fundamental tools for embarking on a career in managing customer relationships and helping a company use customer value as the basis for executive decisions

The techniques in *Managing Customer Relationships* can help any company sharpen its competitive advantage.

From the Back Cover

**Praise for *Managing Customer Relationships*
A Strategic Framework**

"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

Associate Professor of Marketing, Kenan-Flagler Business School, University of North Carolina

"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

Senior VP of Customer Strategy, Marriott Vacation Club International

"Every company that has customers has needed a reference guide like this for a long time. Peppers and Rogers are uniquely qualified to provide this essential tool for the field they helped to create."

?Jim Ryan

CEO, Carlson Marketing Group

"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 and MARTHA ROGERS, PhD, are the founding partners of Peppers and Rogers Group, a Carlson Marketing Group Company based in Norwalk, Connecticut (www.1to1.com). They are the coauthors of five bestselling books about one-to-one customer relationships and were named by Business 2.0 magazine as two of the most important business gurus of all time. Peppers was formerly the CEO of a top-20 direct marketing agency, and Rogers is an adjunct professor at The Fuqua School of Business at Duke University, as well as Codirector of the Teradata Center for Customer Relationship Management at Duke University (www.teradataduke.org).

Users Review

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Janice Martin:

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