



# Managing Customer Relationships: A Strategic Framework

By *Don Peppers, Martha Rogers*

[Download now](#)

[Read Online](#) 

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

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.

 [Download Managing Customer Relationships: A Strategic Frame ...pdf](#)

 [Read Online Managing Customer Relationships: A Strategic Fra ...pdf](#)

# Managing Customer Relationships: A Strategic Framework

*By Don Peppers, Martha Rogers*

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

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.

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

- Rank: #2038029 in Books
- Published on: 2004-04-19
- Original language: English
- Number of items: 1
- Dimensions: 10.08" h x 1.69" w x 7.34" l, 2.40 pounds
- Binding: Hardcover
- 528 pages



[Download Managing Customer Relationships: A Strategic Frame ...pdf](#)



[Read Online Managing Customer Relationships: A Strategic Fra ...pdf](#)

## Download and Read Free Online Managing Customer Relationships: A Strategic Framework By Don Peppers, Martha Rogers

---

### 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."

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
- 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](http://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](http://www.teradataduke.org)).

## Users Review

### From reader reviews:

#### Linda Fite:

Here thing why this kind of Managing Customer Relationships: A Strategic Framework are different and trustworthy to be yours. First of all examining a book is good but it really depends in the content of the usb ports which is the content is as yummy as food or not. Managing Customer Relationships: A Strategic Framework giving you information deeper since different ways, you can find any reserve out there but there is no publication that similar with Managing Customer Relationships: A Strategic Framework. It gives you thrill reading through journey, its open up your own eyes about the thing in which happened in the world

which is might be can be happened around you. You can actually bring everywhere like in area, café, or even in your approach home by train. Should you be having difficulties in bringing the paper book maybe the form of Managing Customer Relationships: A Strategic Framework in e-book can be your alternate.

### **Linda Manning:**

The e-book untitled Managing Customer Relationships: A Strategic Framework is the guide that recommended to you to see. You can see the quality of the reserve content that will be shown to a person. The language that author use to explained their way of doing something is easily to understand. The author was did a lot of study when write the book, therefore the information that they share for your requirements is absolutely accurate. You also will get the e-book of Managing Customer Relationships: A Strategic Framework from the publisher to make you much more enjoy free time.

### **Janice Martin:**

The book with title Managing Customer Relationships: A Strategic Framework posesses a lot of information that you can study it. You can get a lot of gain after read this book. This book exist new know-how the information that exist in this book represented the condition of the world currently. That is important to you to understand how the improvement of the world. This specific book will bring you with new era of the internationalization. You can read the e-book on your smart phone, so you can read the item anywhere you want.

### **Jesus Curry:**

Do you like reading a e-book? Confuse to looking for your chosen book? Or your book was rare? Why so many problem for the book? But any kind of people feel that they enjoy for reading. Some people likes reading through, not only science book but novel and Managing Customer Relationships: A Strategic Framework or even others sources were given understanding for you. After you know how the truly great a book, you feel need to read more and more. Science book was created for teacher or maybe students especially. Those guides are helping them to add their knowledge. In various other case, beside science guide, any other book likes Managing Customer Relationships: A Strategic Framework to make your spare time considerably more colorful. Many types of book like here.

## **Download and Read Online Managing Customer Relationships: A Strategic Framework By Don Peppers, Martha Rogers #4S0HRJZT6Q2**

# **Read Managing Customer Relationships: A Strategic Framework By Don Peppers, Martha Rogers for online ebook**

Managing Customer Relationships: A Strategic Framework By Don Peppers, Martha Rogers Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read Managing Customer Relationships: A Strategic Framework By Don Peppers, Martha Rogers books to read online.

## **Online Managing Customer Relationships: A Strategic Framework By Don Peppers, Martha Rogers ebook PDF download**

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

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

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

**4S0HRJZT6Q2: Managing Customer Relationships: A Strategic Framework By Don Peppers, Martha Rogers**