

Managing customer relationships : a strategic framework

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Abstrak

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.