



Managing Customer Relationships: A Strategic Framework

Don Peppers, Martha Rogers

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MANAGING CUSTOMER RELATIONSHIPS

A Strategic Framework

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"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.

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"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."

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

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Praise for the second edition:

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