



Enterprise One to One

By *Don Peppers, Martha Rogers*

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Enterprise One to One has taken its place alongside Don Peppers and Martha Rogers's **The One to One Future** as a marketing classic on how to sell more products to fewer customers through one-to-one marketing. In this brave new world, where microchip technology is making it possible for businesses to know their customers better than ever before, there is incredible opportunity to build unbreakable customer relationships.

Peppers and Rogers explain the strategies needed to achieve killer competitive advantages in customer loyalty and unit margin. Among the things **Enterprise One to One** teaches are how to improve customer retention, not just incrementally but dramatically; how to increase your share of each customer's business over time; how to protect and increase your unit margin; and how to make the transition to the Interactive Age with today's new technologies.

Enterprise One to One is the bible for successful marketing in today's competitive, high-tech world.

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Editorial Review

Amazon.com Review

The technological wave is making products smarter and changing what consumers buy, how they buy, and where their loyalty goes. *Enterprise One to One* can help your business stay in front of the wave. Our current technology makes it easy for businesses to build customer relationships. Businesses can now treat different customers differently; however, it's important to know how each customer wants to be treated. Peppers & Rogers explain how to harness technology to achieve competitive advantages in customer loyalty and unit margin. They show you how you can tell customers apart, remember them individually, and have them give feedback directly to you. They also display how mass customization technology enables businesses to customize products and services as a matter of routine. *Enterprise One to One* explains what kinds of strategies are applicable to what kinds of businesses and under what circumstances; how to retain customers and increase your share of each customer's business; how to create entirely new markets of individual customers who have diverse needs; how to make the transition to the interactive age, taking advantage of new technologies without being threatened by them.

From Library Journal

In their latest collaboration, following the best-selling *The One to One Future: Building Relationships One Customer at a Time* (Doubleday, 1993), the authors emphasize the changing state of advertising competition from mass-media strategies to a one-on-one, individual approach. The ability to identify outstanding customers, made available by computerization, allows companies to bargain directly with the most likely candidates for their products. The one-on-one marketer establishes that relationship by offering a high-quality product or service geared to a customer's needs. The authors illustrate their ideas with many specific examples, and footnotes identify sources. At once practical and academic, this challenging title should be considered by academic, public, and special libraries that serve business or students of business of any age. (Index not seen..

-?Littleton M. Maxwell, Univ. of Richmond, Va.

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Review

"First to map the uncharted new world of interactive business. Use it to unlock the immense potential value of your customers."

--Scott Cook, President, Intuit

"5 Stars!"

--**Wall Street Journal**

"Use it immediately. And if you don't, be prepared to lose customers to those who do!"

--Jim Kouzes, Chairman, TPG (Tom Peters Group) Learning Systems, and coauthor of **The Leadership Challenge**

"Creative, insightful, compelling."

--Wolfgang R. Schmitt, Chairman of the Board and CEO, Rubbermaid Incorporated

"Exceptional. We're basing our strategic planning on these principles."

--Larry Rosenberger, President and CEO, Fair, Isaac

"Look no further than Enterprise One to One."

--Martin Nisenholtz, President, **The New York Times** Electronic Media Company

Users Review

From reader reviews:

Percy Brown:

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