

The One To One Future: Building Relationship One Customer at A Time

The One to One Future revolutionized marketing when it was first published. Then considered a radical rethinking of marketing basics, this bestselling book has become today's bible for marketers. Now finally available in paperback, this completely revised and updated edition--with an all-new User's Guide--takes readers step-by-step through the latest strategies needed for any business to compete, and succeed, in the Interactive Age.

Most businesses follow time-honored mass-marketing rules of pitching their products to the greatest number of people. However, selling more goods to fewer people is not only more efficient but far more profitable. The One to One Future is a radically innovative business paradigm focusing on the share of customer--one customer at a time--rather than just the share of market.

Authors Don Peppers and Martha Rogers reveal one to one strategies to:

- Find the 20 percent--or 2 percent--of your own customers and prospects who are the most loyal and who offer the biggest opportunities for future profit;
- Collaborate with each customer, one at a time, just as you now work with individual suppliers or marketing partners;
- Nurture your relationships with each customer by relying on new one to one media vehicles--not just the mail, but the fax machine, the touch-tone phone, voice mail, cell phones, and interactive television.

Leading-edge companies such as MCI, Lexus, Levi Strauss, and Nissan Canada, and thousands of smaller enterprises, have already adopted the one-to-one perspective. The strategies outlined in this book work just as well--often even better--for small companies, from two-person accounting firms to flower shops to furniture stores.

