



Managing Customer Relationships: A Strategic Framework

Martha Rogers, Don Peppers

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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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"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."

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