



The One to One Future

Don Peppers, Martha Rogers

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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.

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