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One Customer At A Time By Don Peppers;Martha  
Rogers**

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Dec 20, 2011 Review: The One-To-One Future, Don Peppers and Martha Rogers, Plakus, 1993 visit:  
[www.b2bwhiteboard.com](http://www.b2bwhiteboard.com).

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Don Peppers (born 1950) is an American business With co-author Martha Rogers, Ph.D., Peppers has published Building Relationships One Customer at a Time

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Don Peppers and Martha Rogers were recognised in 2001 by the World Customer Service; Business; Management; Building Relationships One Customer at a Time;

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Jun 30, 1998 Peppers and Rogers' Enterprise One Future: Building Relationships One Customer at a Time, written by Marketing 1 to 1/PRG cofounders Don Peppers and

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strategy books with Don Peppers. Peppers and Rogers are often credited with Building Relationships One Customer at a Time The One to One Future

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Don Peppers and Martha Rogers, Don and Martha Rogers, Ph.D. (1993). The One to One Future: Building Relationships One Customer at a Time.

### **About don peppers - customer strategy | crm**

Don Peppers and Martha Rogers Ph.D on customer-focused business strategies, Don Peppers is an Building Relationships One Customer at a Time

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Martha Rogers is the author of Managing Customer Relationships 4 ratings, 0 reviews, published 2010), One to One B2B (4.00 avg rating

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