



Do You Want to Keep Your Customers Forever

By Joseph B. Pine, Don Peppers, Martha Rogers

Harvard Business Review Press. Paperback. Book Condition: new. BRAND NEW, Do You Want to Keep Your Customers Forever, Joseph B. Pine, Don Peppers, Martha Rogers, This classic article shows how to make mass customization and efficient and personal marketing work by putting the producer and consumer in a "learning relationship." Over time, this ongoing relationship allows your company to meet a customer's changing needs over time. Furthermore, as your company develops learning relationships with its customers, it should be able to retain their business virtually forever.

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