



## H1 Genuine] one-on-one competition in the era of the enterprise (interactive tool) (Chinese Edition)

By PEI PO SI

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pub Date :2002-01-01 Publisher: Chinese Press title: one-to-one enterprise (interactive era of competitive tools) List Price: 17.5 yuan: peipers Rogers book Qu Lumin translation Press: Chinese Press Publication Date :2002-01-01 ISBN: 9787507512618 Words: Page: Revision: Binding: Folio: Product identification: Wing Garden: 360.703 Chinese Press Editor's one-on-one enterprise TANG Pei Perth and Martha Rogers of a future one already established in their marketing classic status. one-to-one marketing book explores the idea of ??selling more products to fewer customers. Are contributing to this chip technology may be any time more than ever to understand its customers a whole new world. there are amazing opportunities to build unbreakable customer relationships. Of Peppers and Rogers elaborated the deadly competitive advantage in customer loyalty and unit profits where necessary strategy. The book tells of the one-on-one enterprise content include: how to improve customer retention. not just incremental but significant; and how gradually increase your share of each customer business; how to protect and enhance your unit profit; well as how to use today's new technology transition to the interactive era. Summary one-on-one enterprise with Don...



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