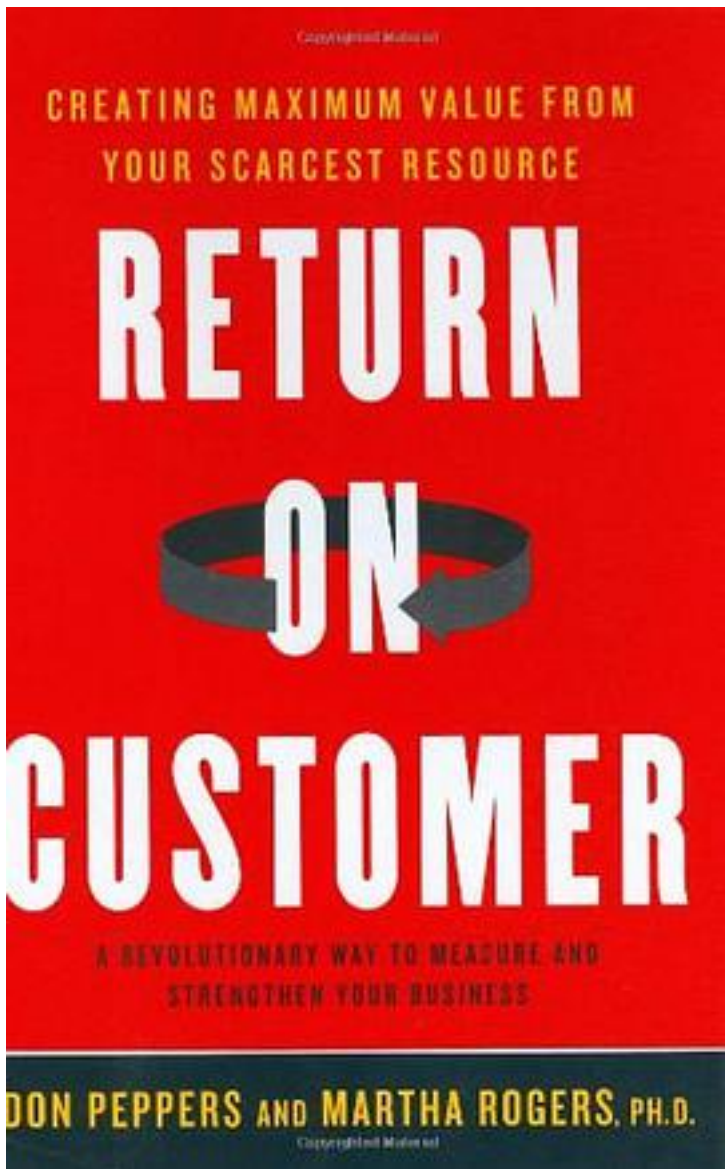


# Return on Customer



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Book Description

Return on Customer is the first book to focus on how firms create value, not just by driving current profits but by preserving and increasing customer lifetime value. In a powerful blend of theory and practice, Peppers and Rogers demonstrate how to create shareholder value more efficiently by concentrating on Return on Customer, a revolutionary business metric focused on a company's scarcest resource - its customers. By paying close attention to Return on Customer, companies can improve their profits while still conserving and replenishing long-term enterprise value.

Book Dimension

length: (cm)24.4 width:(cm)16

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