



## Don Peppers

Peppers and Rogers Group

*"The innovator most likely to create visionary ripple effects" World Technology Network*

Don Peppers is a founding partner of the Peppers and Rogers Group, the world's leading customer-focused management consulting firm. Accenture's Institute for Strategic Change ranked him as a top thinker and writer on management topics. He was also selected as a member of the International Direct Marketing's Hall of Fame.

### TOPICS:

- Mass Customisation
- Competing in the Interactive Age
- One Customer at a Time: the one-to-one future of marketing
- Long-term Leadership in a Short-term World
- CRM is Dead - Long Live the Customer
- Optimizing for Success

### LANGUAGES:

He presents in English.

### PUBLICATIONS:

- 2005** Return on Customer: Creating and Maximising Value from Your Scarcest Resource
- 2001** One to One B2B: Customer Development Strategies for the Business-to-Business World
- 1999** The One to One Manager
- 1998** The One to One Field Book
- 1997** Enterprise One to One: Tools for Competing in the Interactive Age
- 1994** Life's a Pitch, Then You Buy

### IN DETAIL:

He capped his advertising career as the CEO of Perkins/Butler Direct Marketing, a top twenty US direct marketing agency. A popular voice among editors and the media, he is co-author of a series of international best sellers that have collectively sold over a million copies.

### WHAT HE OFFERS YOU:

By facilitating the identification of your most valuable customers, he sets the foundations for you to model effective customer focussed strategies. With a comprehensive path to increasing customer satisfaction you will have a crucial ingredient for developing a successful business strategy.

### HOW HE PRESENTS:

Clarity is the name of his game; he strips out the jargon and gives you a tailored overview of the latest thinking.