



**Don Peppers**  
Peppers and Rogers Group



## CSA CELEBRITY SPEAKERS

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.

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

### 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.

### 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.

### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

### How to book him?

Simply phone or e-mail us.

### 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



Don gave a very relevant and interesting presentation, delivered with power and energy. The audience was very pleased with the content - Independent Business Publishers

