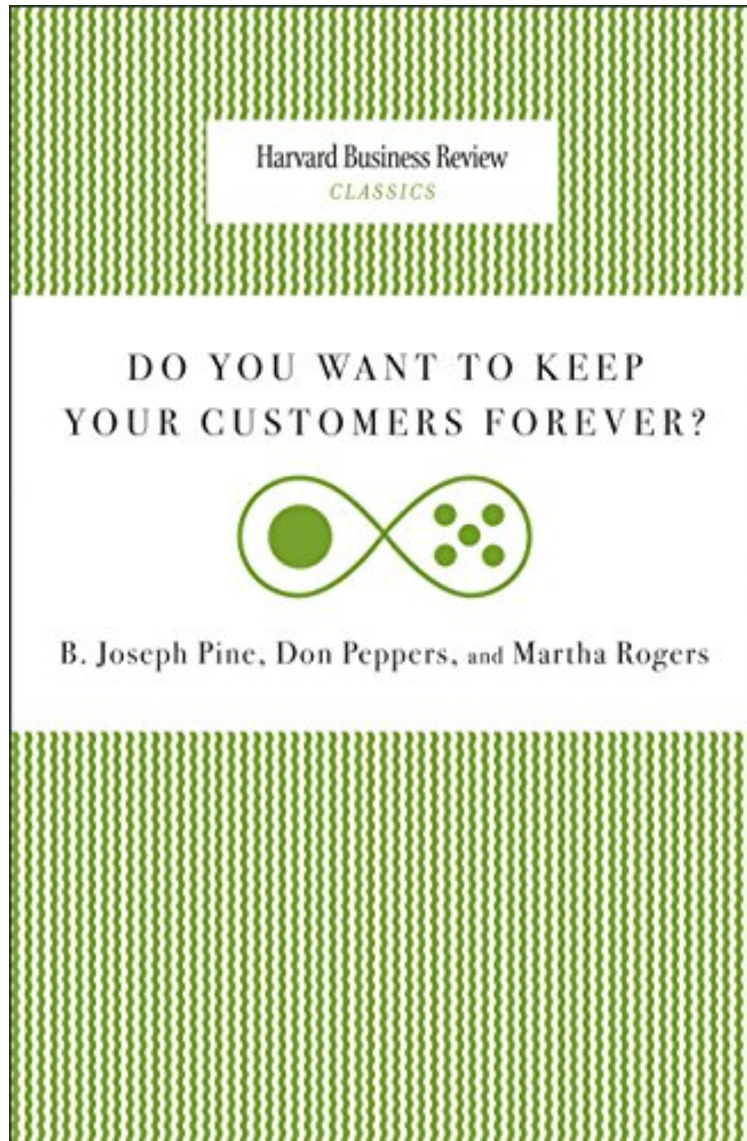


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## Do You Want to Keep Your Customers Forever? (Harvard Business Review Classics)

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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.

About the AuthorB. Joseph Pine is president of Strategic Horizons, a consulting firm based in Ridgefield, Connecticut; he is also author of *Mass Customization: The New Frontier in Business Competition* (HBS Press, 1993) among other books. Don Peppers is president and Martha Rogers executive vice president of Marketing 1:1, a consulting firm in Stamford, Connecticut. Rogers is also a professor of telecommunications at Bowling Green State University in Bowling Green, Ohio. Peppers and Rogers are coauthors of *The One to One Future: Building Relationships One Customer at a Time* (Currency/Doubleday, 1993).