



NEWWORLDSTRATEGIES
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Conference

A "New World" Strategy: One Customer at a Time

E-mail. On-line shopping. Web-sites. Internet Surfing.

by Mujaji Davis



Martha Rogers, Ph.D.

Computers are advancing faster than businesses that use them. Today's computer technologies provide businesses with a new angle on competing for customers. These "giant" steps into a new interactive era place new demands on businesses, provide customers with more choices, and increase customers' buying opportunities. Today, keynote speaker Martha Rogers, Ph.D., will discuss these new opportunities.

Specializing in "thought leadership" and strategy in the fields of interactivity, marketing technology, relationship management,

and business development, Dr. Rogers will talk about customer databases, interactivity, and mass customization. The presentation is based on two of the books she co-authored, *Enterprise One to One: Competing in the Interactive Age* and *The One to One Future: Building Relationships One Customer at a Time*, which *Business Week* has called "one of the bibles of the new marketing."

"Instead of selling one product at a time to as many customers as possible in a particular sales period, the on-to-one marketer uses customer databases and interactive communications to sell one customer at a time as many products and services as possible, over the lifetime of that customer's patronage," says Dr. Rogers. It is this technique, which Dr. Rogers will discuss, that will increase customer loyalty and satisfaction.

Dr. Rogers is a founding partner of marketing 1:1, inc. and a professor at Bowling Green University in Ohio. She has been named the 1997 International Sales and Marketing Executive Professor of the Year.

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