



# **Summary : Return on Customer - Don Peppers and Martha Rogers: Creating Maximum Value From Your Scarcest Resource**

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**Complete summary of Don Peppers and Martha Rogers' book: "Return on Customer: Creating Maximum Value from Your Scarcest Resource".**

This summary of the ideas from Don Peppers and Martha Rogers' book "Return on Customer" presents the concept of "Return on Customer", which is a new business metric designed to measure the amount of value that a business creates by acquiring, retaining and then growing its customer base. In their book, the authors explain what causes your ROC to be negative, and how you can make changes to ensure that it is positive and value is being created. This summary provides readers with seven reasons why they should use Return on Customer as a management metric and the benefits this could bring for your business.

**Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your business knowledge

**To learn more, read "Return on Customer" and discover the new way to measure your business success and add value.**

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